Russian consumers at milk shelves:
Purchasing patterns, evaluative criteria in decision-making and perceived brand satisfaction

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Laurea University of Applied Sciences **Abstract**
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Year 2011 Pages 59

This thesis deals with the consumption of milk in St. Petersburg. The aim is to identify the characteristics of decision-making related to milk purchases. Among other things, purchasing patterns and brand satisfaction of the consumers are examined.

The study included surveying milk consumers in St. Petersburg in January 2011. Non-probability sampling was employed because the population size was unknown. The sample size was set to 125. However, 8 questionnaires were rejected based on inconsistent answers leaving the effective sample size at 117.

Cheerfulmilk and Buttermilk tied as the most purchased brands, following by Petmol. Concerning brand satisfaction, Cheerfulmilk quality and taste were perceived clearly to be the best, while Buttermilk ranked best in advertising and packaging. According to the results, it is of utmost importance that milk contains actual vitamins and minerals. Milk is considered a healthy food product.

Due to a non-random sample, the findings cannot be directly generalised to the whole population. Therefore, a larger research is needed to obtain a better understanding of milk consumption of the whole population. Further research could study food consumption especially from the viewpoint of healthiness.

Key words: Purchasing Pattern, decision-making process, brand satisfaction, consumer behaviour, Milk.

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Tiivistelmä

Samuel Mejuru

Venäläiset kuluttajat Maitohyllyllyä: ostotavat, arviointikriteerit päätöksenteossa ja koettu Bränditytyväisyys

Vuosi 2011 Sivumäärä 59

Tämä opinnäytetyö käsittelee maidon kulutusta Pietarissa. Tavoitteena on tunnistaa maidon ostopäätöksentekoon liittyviä piirteitä. Muun muassa kuluttajien ostokäyttäytymistä ja brandytyytyväisyyttä tutkitaan.

Tutkimus tehtiin maitoa käyttäville kuluttajille Pietarissa tammikuussa 2011. Harkinnanvaraista näytettä sovellettiin koska väestömäärä oli tuntematon. Otoskoko oli 125. Kysymyslomakkeista kahdeksan hylättiin ristiriitaisten vastausteni. Lopulliseksi otoskooksi tuli 117.

веселый молоко ja Kirnupiimä olivat ostetummat tuotemerkit ja niiden jälkeen Petmol. Brändityytyväisyyden osalta веселый молока koettiin selvästi parhaaksi laadultaan ja maultaan parhaaksi, mutta Kirnupiimä sijoittui parhaaksi mainonnan ja pakkauksen osalta. Tulosten mukaan on äärimmäisen tärkeää, että maito sisältää vitamiineja ja kivennäisaineita. Maitoa pidetään terveellisenä elintarvikkeena.

Koska ei käytetty satunnaisotosta, toteamuksia ei voida suoraan yleistää koskemaan koko väestöä. Siksi laajempaa tutkimusta tarvitaan, jotta saadaan parempi käsitys maidon kulutuksesta koko väestössä. Jatkotutkimuksena voisi tutkia elintarvikkeiden kulutusta varsinkin terveellisyyden näkökulmasta.

Asiasanat: Ostotottumukset, ostopäätösprosessi, brändityytyväisyys, kuluttajakäytyminen, Maito.

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1 Introduction

1.1 Background

As a transition economy, Russia offers many interesting topics for research, especially in the field of consumer behaviour. The on-going transition from a planned economy towards a free market economy has brought along many changes. The transition affected in some way each of the four dimensions of the marketing mix: product, price, place and promotion. As the income levels of Russian consumers grow at a rapid pace it is intriguing to study various aspects of their consumer behaviour.

Foodstuffs are consumed on a daily basis and are therefore a good topic for an investigation. Milk was chosen to be further examined in this study due to its characteristics. Although Russians have traditionally used a wide range of dairy products such as sour cream (*Smetana*) and quark for many decades, milk did not belong to the traditional diet of Russians (Helanterä 1998, Helanterä and Salmi 2001). It started to become a widely known product only after the beginning of the transition.

What makes milk even more interesting foodstuff is that it is not a bare necessity, i.e. it is not necessary for survival in the same way that, for instance, water and bread are. It is rather a product with pleasure value. Healthiness is another feature that has usually been attributed to milk.

At the moment, milk is also a very actual foodstuff. A recent study from global milk and dairy reports in 2010 edition informs that milk and dairy product is among the prominent and fastest growing food product in the market. And it's also characterized by intense competition and also it is reported that owing to increase in competitive pressures, the leading global players such as Nestle, Unilever, Danone, Fonterra and Dean foods, among others, are increasingly adopting different tools to reduce cost and increase profit margins. (Research and Markets 2010 – edition)

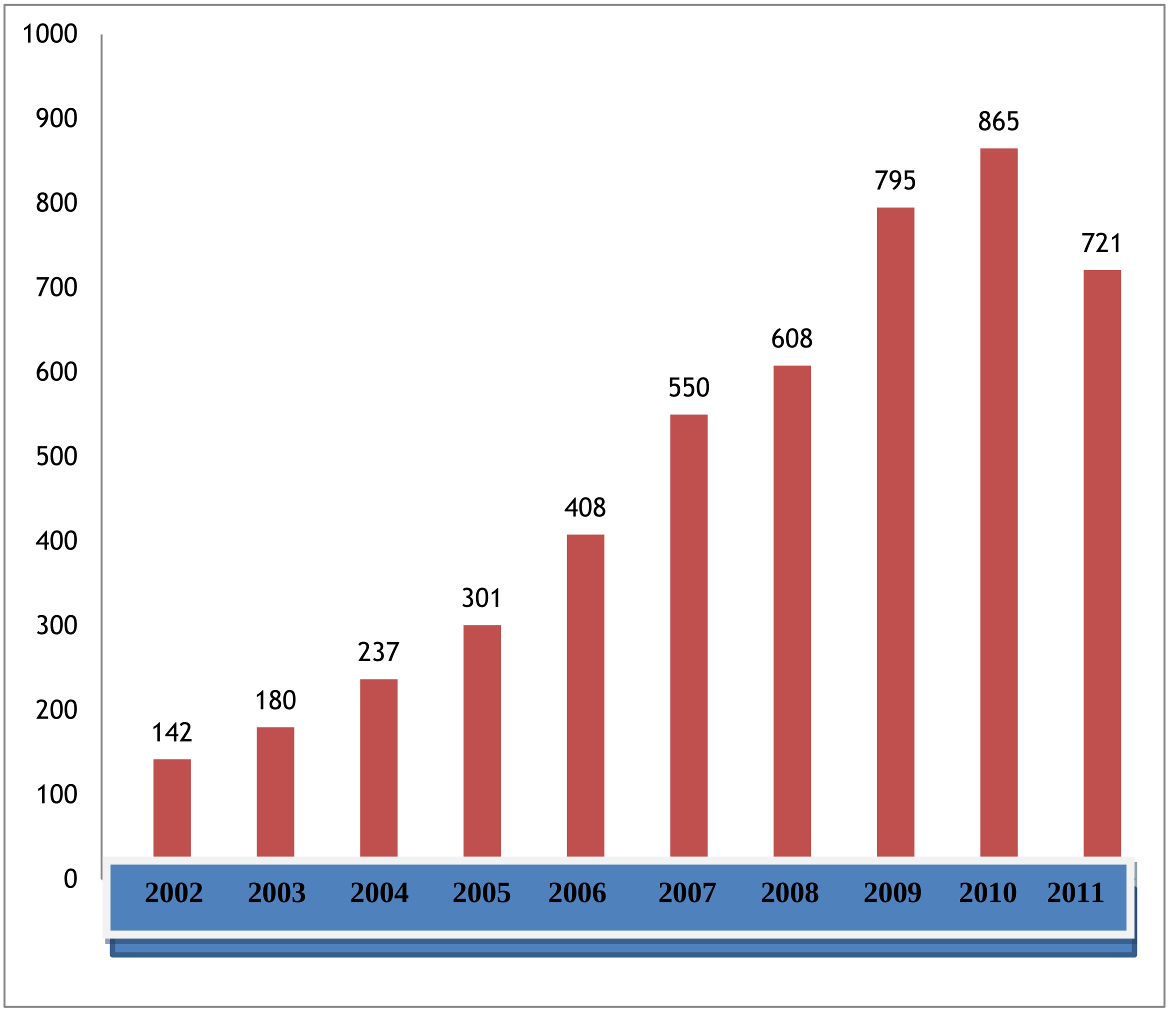


Figure 1 Shows Average monthly wages in Russia (in USD). Data for 2011 as of 2/11. Source of Bank of Finland – Bofit Russia statistics 2011, based on Rosstat and Central Bank of Russia.

1.2 The Aim of Study

This study aims at identifying the characteristics of purchasing behaviour of the consumers, top perceived brand satisfaction and decision making related to milk purchases among consumers living in St. Petersburg. In addition to the main objective, this study has the following sub-objectives:

1.) To discover purchasing patterns of milk
2.) To find out evaluative criteria used in decision-making and
3.) To determine the most purchased brands and consequently, to measure perceived brand satisfaction with the top brands.

The emphasis of this study is therefore laid on the final steps of the consumer decision making process beginning with evaluation of alternatives, where evaluative criteria are used to determine which alternatives is finally chosen. Then perceived brand satisfaction inform on how satisfied the consumers were with their choices. Purchasing patterns, in turn, emerge from consecutive choices over time. In relation with purchasing patterns, decision-making within households is also examined.

Dairy product and food stuffs are consumed on a daily basis which makes my research topic good for investigation. Milk was chosen to be examined in my study due to its necessity, although Russians traditionally used a wide range of dairy products such as ***smetan****a* (sour cream), ***Vologod Butter***, ***chees*****,** ***Ayran*** - made of yoghurt, water and salt, this drink comes from the Caucasus and the Middle East, and is so popular in Turkey that their McDonald's has it. In Russia, it is usually found on the menu in Azerbaizhan restaurants. It often comes seasoned with chopped herbs such as dill or mint. Some people don't like it, but it's an intriguing, odd taste that has few analogues. ***Ryazhenk****a* - a fermented version of the above-mentioned baked milk; it has a milder, more rounded flavour compared to other fermented drinks.

2. Theoretical Framework for the Study

This study belongs to the field of consumer behaviour. After a brief definition of consumer behaviour, one of its most central concepts, the decision-making process, is examined in more detail from two perspectives. In the sections following, special characteristics of Russian consumers and foodstuffs choice are discussed. Finally before moving on to research methodology in the next chapter, an organising framework for the empirical part of the study is presented. The framework will take the theory from a more general level to the specific level of this particular study.

Consumer behaviour in its broadest sense deals with consumers – either individuals or groups – in exchange process, in which resources are traded for goods, services, experience and ideas in order to satisfy needs or desires. This expanded definition emphasises behaviour as an ongoing process as opposed to the earlier term ‘‘buyer behaviour’’, which concentrated mostly on the behaviour at the time of purchase. (Mowen and Minor 2001, Solomon, Bamossy and Askegaard 2002)

2.1 Decision-making perspective

The decision-making perspective, referred to as rational perspective, views consumers as rational decision makers (Solomon et al). (EKB model) The Engel, Kollat and Blackwell model of consumer’s choice represents this perspective. The EKB model depicts the overall process of consumer choice by combining information processing together with the decision-making process and a range of influencing variables.

Consumers are constantly exposed to information, and through information processing consumers then perceive and interpret stimuli such as advertisements. The influencing variables, in turn, are divided into environmental influences and individual differences. (Mowen and Minor 2001*)*.

At the heart of the EKB model is the decision-making process. It presupposes that a consumer goes through a rational five-step process to reach a decision. The process begins with the consumer recognising a need, followed by a stage in which solutions for satisfying the need are searched for. Once the potential solutions have been identified, they will be evaluated. Finally, the consumer purchases a product and the outcome will either be satisfaction or dissatisfaction with the product’s ability to satisfy the specific need. The level of satisfaction will then be influenced by future evaluations and alternatives with the product choices. (Solomn *et al.* (2002).

While the model has been criticized e.g. by Quintanilla (2002), for being too general and not having any predictive value, its strength lies in the fact that it describes the complexity of consumer behaviour. In the following sections the consumer decision-making process is discussed incorporating further relevant concepts.

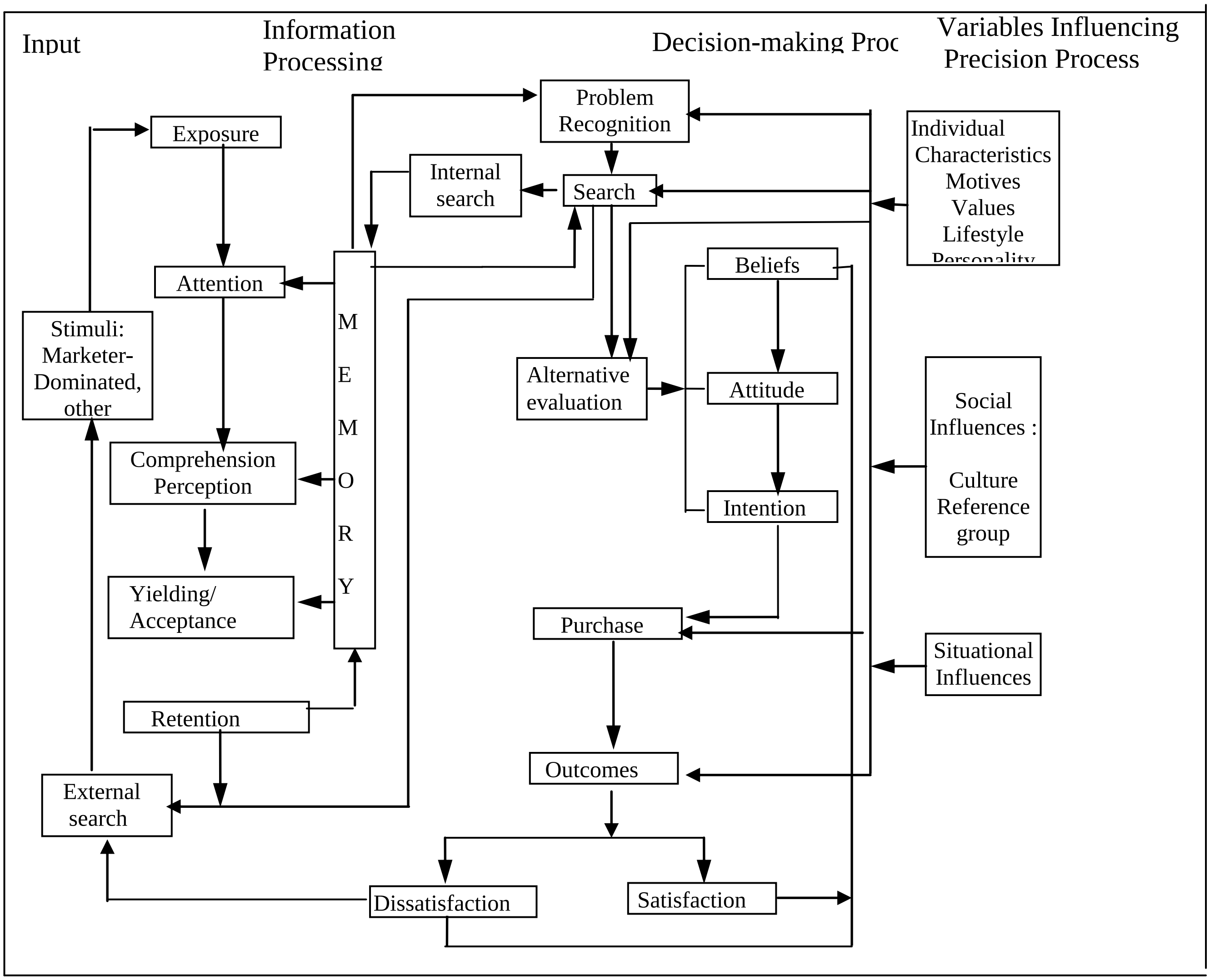


Figure 2.The Engel-Kollat-Blackwell Model of Consumer Behavior.Source: Engel, Blackwell, and Miniard,(1995)

2.1.1 Problem Recognition

The decision-making process begins with problem recognition, of which, the consumer perceives a gap between a consumers actual state and his or ideal state creating a need to be satisfied (Solomon et al). In practice this means that a product may simply run out of stock, damaged or go out of vogue. If the need is strong enough, motivation then causes consumers to act and make efforts to reach their goal. (Mowen and Minor 2001)

2.1.2 Information Search

The second step for the process is the information search. To help make the decision on how exactly to satisfy the need, consumers look for information on products or services by internal search and by external search from other consumers and market place. The motivation to process product-related information is known as consumer involvement. Factors such as high price, high product similarity and high perceived risk related to the purchase are likely to increase the level of consumer involvement. (Solomon et al. 2002, Hansen 2009).

2.1.3 Evaluation of alternatives

The information search would be followed by an alternative evaluation. At this stage, consumers consider alternatives, which can be divided into three categories. The inert set includes the alternatives that are not considered at all, while the inept set is formed of the alternatives that consumers are aware of, but would not consider choosing from. Finally, the evoked set consists of the alternatives that consumers actively consider for satisfying their specific needs. Consumers evaluate the alternatives based on their evaluative criteria. (Solomon et al. 2002).

2.1.4 Product choice

After the evaluation consumers make decision according to their individual evaluative criteria, which state the features of the product consumers holds importantly and which one are ignorable attributes (Solomon et al. 2002). In addition to which brand to purchase, consumers also decide where to buy the product (Mowen and Minor 2001). Consumers can also use simple decision rules as shortcuts for reaching faster decisions, especially in situations of low involvement. They can, for instance choose to rely on product signals taking one product attribute as an indicator of product’s quality. Such signals are i.e. products country of origin, brand name and price. (Hasen 2011)

Erdem, Swait & Valenzuela (2009) found that for consumers from cultures where either collectivism or uncertainty avoidance is high, brand credibility plays a greater role on choice. Hofstede’s cultural dimension scores were used in the researchers study. Although Russia was not included, the study would suggest that brand credibility is also important in Russia because of its high ranking in collectivism and uncertainty avoidance.

2.1.5 Purchase outcome

After purchase consumers evaluate the product on its ability to satisfy their needs. Consumers set expectations of the product before the purchase. Afterwards, they observe the performance according to this comparison; consumers reach a judgement of their degree of satisfaction (Quintanilla 2002).

According to Patterson model (Figure 3), dissatisfaction is caused by a product (P) falling short of consumers' expectations (E). If the product's perceived performance matches a consumer's expectation levels, the consumer will be satisfied. However, if the product surpasses consumer's expectations, it will lead to increased satisfaction. Bareham (1995) highlighted the importance of satisfaction and the fact that it has to be maintained to ensure that consumers will buy the product again, i.e. that repeat purchases will occur. There is a direct link from satisfaction or dissatisfaction to evolution of alternatives in the EKB model (Engel, Kollat and Blackwell) (Figure 2), illustrating that previous satisfaction or lack of it will affect choices in the future.

2.2 Experiential perspective

The decision-making perspectives model has been criticised for its view of consumers as rational decision-makers, and for not taking consumers' emotions into account. Whereas the decision-making perspectives model emphasises cognitive processes, the experimental perspective focuses on effective ones by acknowledging that consumers can also be irrational in their decisions. (Mowen & Minor 2001).

Shopping can occur for pure entertainment, e.g. to fight boredom (Mowen and 2001). In line with this view, the concept of desire has been bought next to need as a source of motivation driving consumer's behaviour. Desires differ from need in that it is nearly impossible to be satisfied. (Solomon et al. 2002)

Impulse and variety-seeking purchases represent the experiential perspective. Impulse purchases are unplanned and the buying intention forms suddenly on the spot at the place of purchase. Variety-seeking purchases occur when consumers want to stimulate themselves and fight boredom. To do this they switch brands, even if they would still be satisfied with the brand that they normally buy. (Mowen and Minor 2001)

The decision-making and experiential perspectives actually complement each other. Hansen (2005) found that consumers' cognitive and effective processes affect each other instead of being employed totally separately.

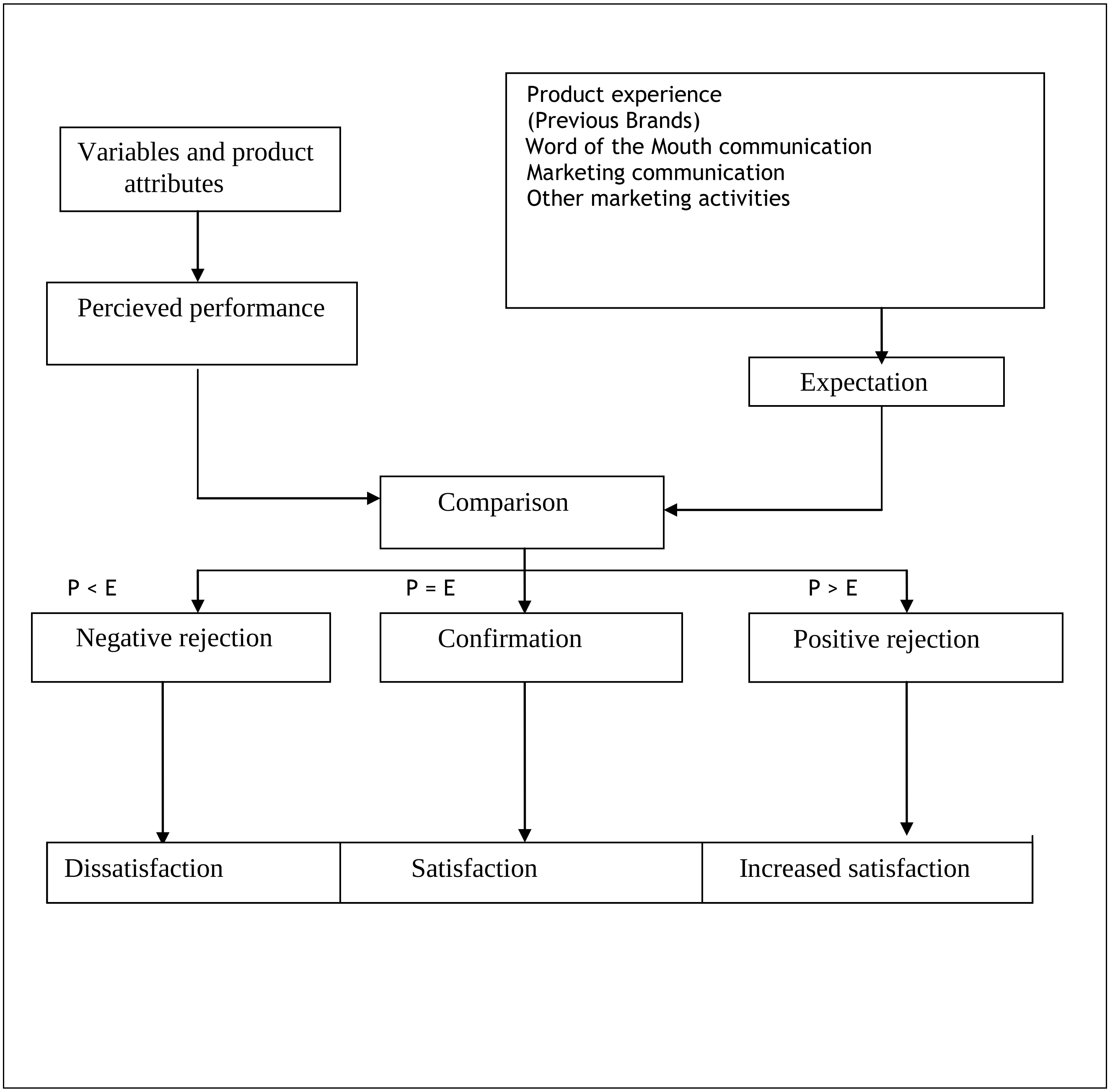


Figure 3 Patterson model of consumer satisfaction (Source: Translated from Quantanilla 2002; 56).

2.3 Features of Russian consumer behaviour

Due to culture's great effect on behaviour, it is worth examining features of Russian consumer behaviour. To fully understand the situation and Russian consumers today, the changes that have taken place after the beginning of the transition must be first considered. Virtually every aspect of marketing mix (i.e. product, place, and promotion, price) changed for consumers in Russia since the transition began. Firstly, new products and brands appeared from abroad. The promotion of foreign goods differed drastically from what Soviet consumers had been used to. The prices also started to better reflect the actual production costs as they were not anymore defined by the planning authorities. Finally, the distribution channels were affected as new hypermarkets and modern malls were built. (Helantera 1998)

Leifert, Lohmar and Serova (2003) studied the economic transition in the countries of the former Soviet bloc from the point of view of food consumption. Consumer chasing power fell as there was a drop in real income, while consumer prices went up due to the liberalisation of prices. Transition meant a shift from planners' preferences to consumers' preferences. Consumption of the so-called high value foodstuffs (such as meat and dairy products) that planners had preferred fell. (Liefert et al. 2003)

Demidov (2003) describes the transition as the shift from a producers market to a consumers' market. At the beginning of the 80's, the average Soviet citizen knew only 5 brands. By the beginning of the 90's, the number of brands known had already risen to 50. Nowadays, the brand awareness of Russian consumers is on the same level with western consumers.
(Demidov 2003)

When the markets of foodstuffs were open in 1992, imported products were highly successful. The Russian producers were inefficient and lacked the understanding of consumers and marketing communication. In August 1998 the country was, however, hit by turmoil in the form of economic crisis. The import of goods paralyzed. The decline level of the rouble created further barriers for the consumption of imports as they became unattainable for average consumer. (Helantera and Tynkkynen 2003)

The situation favoured domestic producers, who gained a competitive advantage especially in pricing (Helantera and Tykkynen 2003). The preferences for Russian brands and products also received nostalgic features, as brands that were familiar already during the Soviet times were preferred. *(The wall street Journal, 16 January 2001, p.A23*)

The Russian consumers still needs and seem to have some learning to do related to consumption, and at same time they have been faced with an increasing food abundance and product availability, because the understanding of how to eat in healthy manner has been blurred. (*Prilepina 2011)*

The western classifications of consumers based on, for instance, life cannot be directly applied to Russian consumers. According to Demidov (2003), Russian consumers were divided into seven clusters based on their characteristics:

- The innovative (novatory) represent high purchasing power (estimated share of the population 15%). They are interested in advertising and eager to try new things. They live mostly in bigger cities with a population over one million.
- The economical (ekonomyatchie) have the least purchasing power and naturally pay greatest attention to prices (10%).
- The spontaneous (spontannye) represent average purchasing power 15%. They are impulsive in their choices and most likely to respond to special offers.
- The stable (stabilnye) are not interested in novelties or advertised product (15%).
- The actualizers (realisovavshiesya) have high purchasing power, but are more traditional than innovative in their consumption habits (13%). They for instance have negative attitude towards advertising.
- The upward aspiring (stremyashiesya vverh) aspire to buy new precious things (15%). Although, the representatives of this group lack the needed purchasing power. This group is most receptive to advertising and can sharply change their consumption habits.
- The traditionalists (tradichionalisty) are estimated to represent 17% of the population making their share notably bigger than in western countries.

The differences between regions are big in Russia. According to Demidov (2003) citizens of Moscow received 2.5 times larger incomes than the average Russian based on official data. Based on informal data the salaries in Moscow are estimated to actually be four times higher. The structure of consumption and consumption habits also varies between cities and regions (Spiridovitsh 2004)

2.4 Consumer behaviour of foodstuffs

Food is not purchased just for nutrition. In line with the experiential perspective, purchases are not always rational. Certain foodstuffs such as chocolate can be chosen for self-indulgence. (Bareham 1995, Solomon et al. 2002)

In terms of decision making, most of the foodstuffs are purchased under low-involvement circumstances, which suggest that less information processing occurs. An example of a high-involvement situation could be purchasing foodstuffs for organising a dinner party with guests (Hansen 2005).

Drawing partly from earlier research, Bareham (1995) created a model of consumer choice specifically related to food and foodstuffs (see figure 4). And this model describes and identifies four cluster factors influencing food choices. As the cluster of cultural and social influences implies, food has an important meaning in every culture, as food choices are guided by unwritten rules of a specific culture. The surrounding society affects, for instance, what is eaten at meals and at what time. (Bareham 1995, Solomon et al. 2002)

The psychological influences correspond to individual differences in the EKB model (figure 2), whereas the persuasive communications of marketing influences reflect the marketer dominated messages in the EKB model. Food choice is also affected by what is available in stores. Availability is also affected by political influences. For instance, import of food can be banned by political decisions if they are suspected of damaging the health of consumers. (Bareham 1995)

Based on the influence of these four clusters consumers reach a choice as an outcome, As a result of consecutive choices, purchasing patterns emerge. Purchasing patterns refers to the frequency and amount of purchases of a product (Bareham 1995)

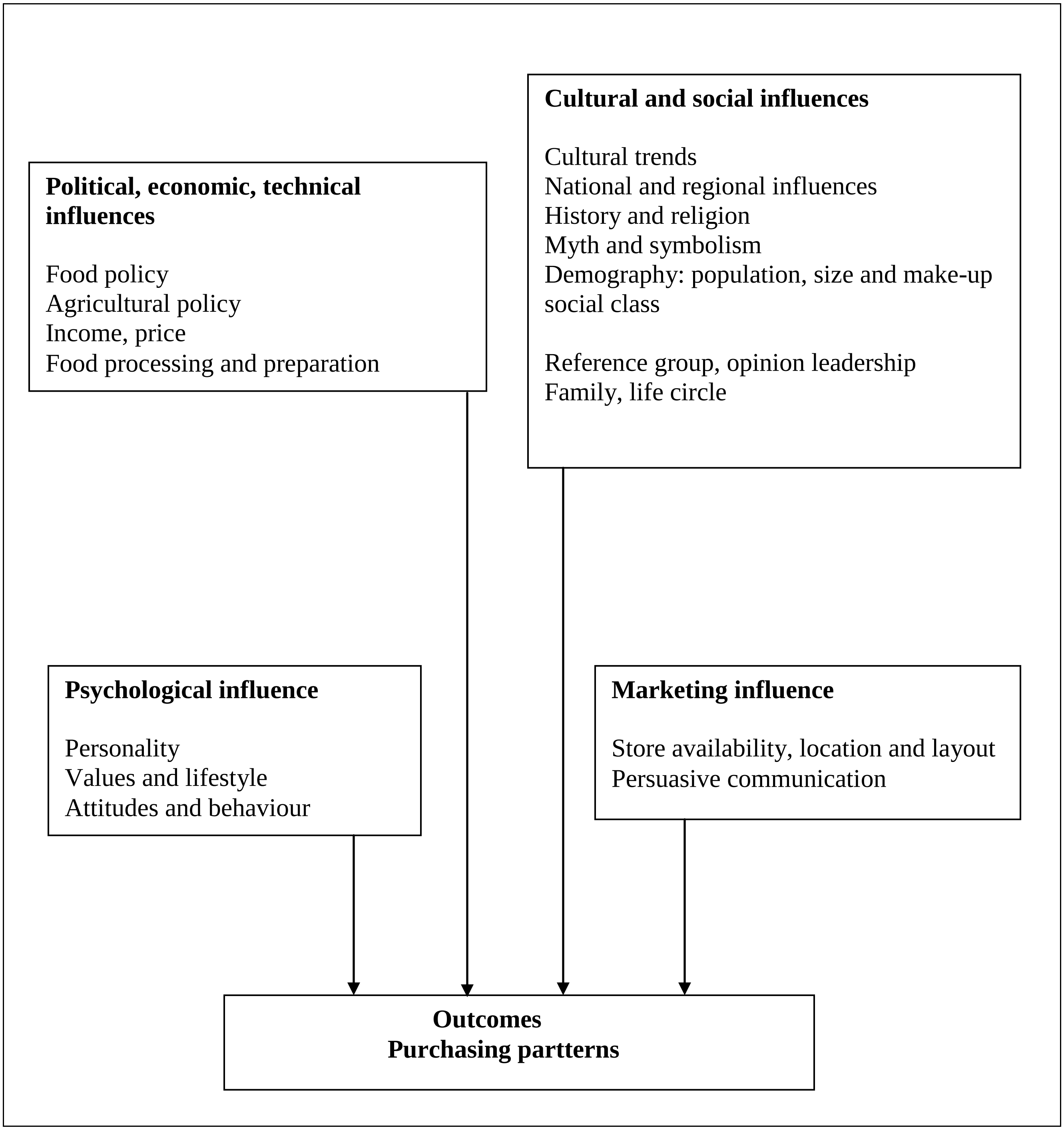


Figure 4 Model of consumer choice with respect to food (source: Bareham 1995: 12)

2.5 Organising frame work for the empirical part

The emphasis of this study would be laid on the final stages of the decision making process. Consumers in this case already have a need for milk and therefore, need recognition and also information search are not addressed in this study (see EKB model in figure 2)

Figure 5, defines the dimension of this study. First, consumers' background would be examined based on demographic characteristics that include age, gender, income, occupation, and house hold size. These demographic characters are used in analysis to see if there are differences between, for instance, young and old consumers.

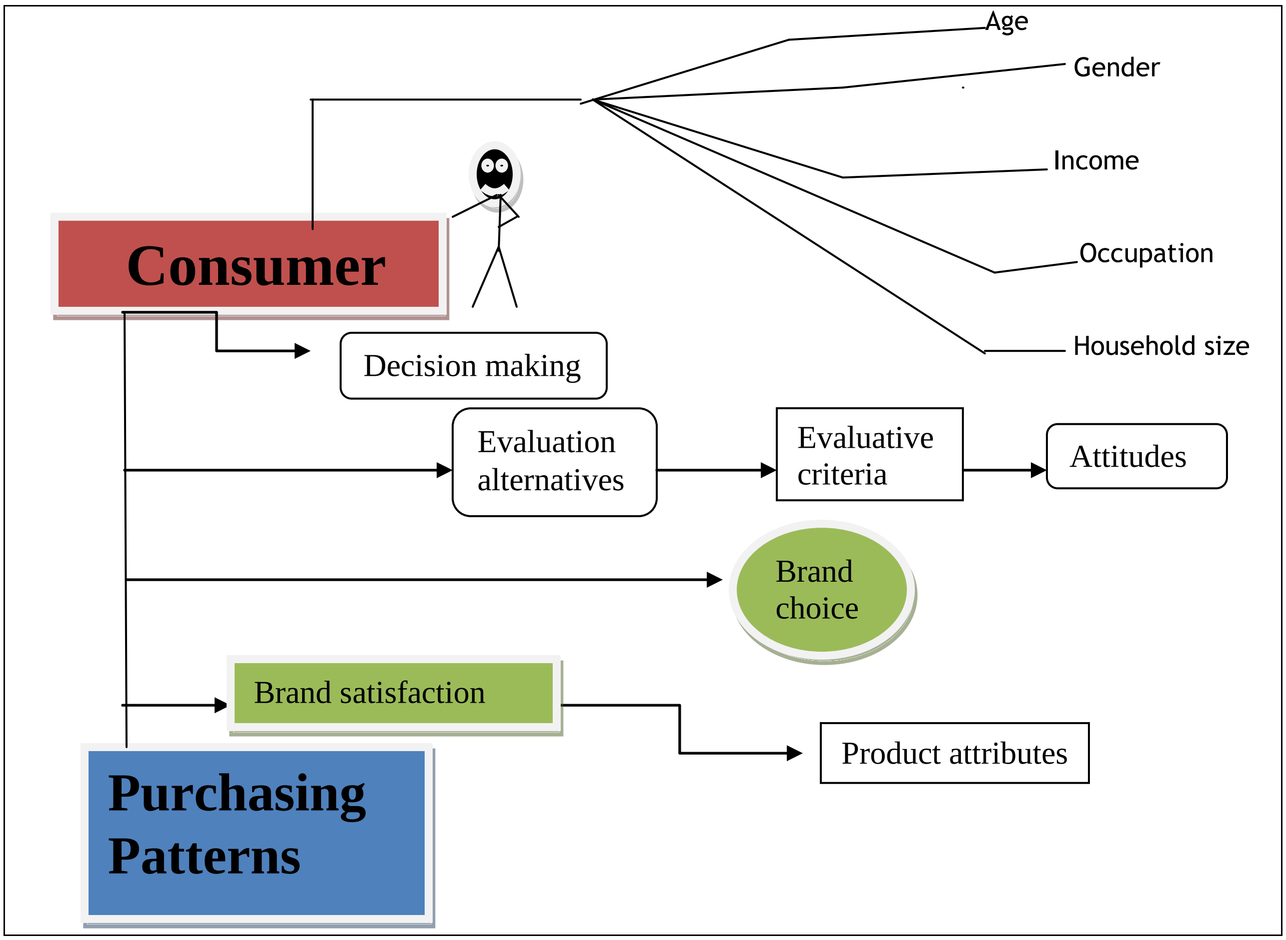


Figure 5 Organising frame work for the empirical part

Second, the decision making process is examined, It is ascertained whether the consumers follow a rational (decision making perspective) or irrational (experiential perspective) decision making in their purchases. Then evaluative criteria, which are used in the evaluation of alternative stages, are examined by attitude scaling, which will express the strength of consumer's attitudes towards specific statements.

Attitudes can be described as lasting evolutions of objects. While consumers can also have general attitudes towards behaviours related to consumption, in this case specific attitudes towards products (i.e. milk) are considered. (Solomon et al. 2002).

The next step in the decision making process is choice, which can now be tied to a certain milk brand. At this point, the most purchased milk brands are determined. Satisfaction, which can also be linked to a specific milk brand, will be measured at an overall and then at the specific level of milk's product attributes.

Finally, purchasing patterns of milk that emerge over time are investigated. In addition to the frequency and amount of purchases, the place of purchase is taken into account. Within this context, decision-making at household level would also be examined (e.g. who in the household does the main part of shopping and who decides which milk brand is ultimately purchased)

3. RESEARCH METHODOLOGY

3.1 Research approach

The objectives of this research are better attained by using a quantitative approach. The purpose is to get quantifiable information from a larger group of consumers rather than qualitative data from a smaller group. Consequently, the quantitative approach enables the detection of possible differences between respondents of different characteristics. The advantages of the quantitative also include the possibility of using a highly structured questionnaire, which makes the handling of the data analysis easier. (Jankowicz 1995)

As no suitable data was available for the study from secondary sources, the data was collected using primary sources. A survey was chosen as the method of data collection as it fits better with the research objectives than, for instance, a case study or field experiment. It has to be noted that this study does not meet the requirements of a survey in its core aspect because of a non-random sample. The term is, however, used in this study in a broader sense. (Jankowicz 1995)

It was more feasible to prepare the questionnaire using fully structured techniques with closed ended questions as opposed to open-ended ones. This way the respondents are given the same ready alternatives and categories. However, various items included also ‘if other, please specify’ category to make the questionnaire more flexible. (Fink and Kosecoff 1998)

3.2 Questionnaire

The questionnaire (Apendix 1) contains several types of items. In the beginning, there is an attitude scaling item, in which the respondents have to rate their attitudes on various statements on a 7-point scale. 1 means that the respondents strongly disagree with the statement and 7 that they agree with it. Single indicators are used to examine one issue at a time so each statement measures attitude towards one issue.

In the following item, the respondents rank the three milk brands that they purchase most often in order. The most often bought brand is assigned number 1, the second most often 2 and so on. Next, the brand satisfaction of the consumers is measured. The respondents must rate eight features of their favourite milk brand (the one they buy the most often) on a scale from 1 to 7 with 7 meaning that they are fully satisfied with the given features.

The remaining sections comprise tick-the-box items with the exception of questions concerning the amount of milk packages the consumers buy on one occasion.

The questionnaire was translated to through online Russian translator (see Appendix 2). After that it was pre-tested with a group of milk consumers at a sports event. It turned out that the survey item, in which the respondents were asked to rank three of the milk brands they purchased the most in order, was difficult. Instead of assigning numbers from 1 to 3 they were either asked to tick or circle the three most bought brands they like to purchase when shopping. Therefore, it was impossible to find out the right order between the brands. Since these particular item led to improper answers, it was given extra control later on during the actual survey.

3.3 Sampling

Sampling refers to the selection of a group of persons, a sample, from a certain population to be involved in a research (Jankowicz 1995). A population is the group of people that meets the criteria of a research and from which the sample is drawn. In this case, the population is made up of all the consumers of milk in St. Petersburg. Consumer, in this context, is defined as a person who both purchases and drinks milk. Consequently, this definition leaves out, for instance, parents that buy milk only for their children but do not drink milk themselves.

A minimum age of 20 years was used as a further eligibility criterion. It is more than probable that, for instance, teenagers occasionally contribute to household foodstuffs shopping. This kind of consumption is however, considered to be sporadic and to represent only a small fraction of the total household consumption. Due to this, responses were sought only from adult consumers.
The exact size of the population is unknown, since no figures or estimates of milk consumption in the city were available for this study. It is more than probable that some market research and dairy companies know the figures, but this information was not publicly available.

Because the size of the population is unknown, it would be hard to use probability sampling, in which each member of the population has a known chance of being drawn into the sample. Therefore, non-probability sampling is employed in this study.

There are at least three ways of carrying out non-probability sampling: purposive sampling, quota sampling and accidental sampling (Jankowicz 1995). Of these, accidental sampling is the most feasible alternative for this research due to constraints of resources. Instead of a systematic choice of a sample, it is selected based on convenient reasons such as easy access to the potential members of the sample (Jankowicz 1995). The sample size was set to 125 respondents.

3.4 Data collection

The survey was conducted in January 2011. People were stopped at various locations in down town St. Petersburg and asked if they both buy and drink milk. The places included streets, supermarket halls, parking lots of grocery stores, parks, play-ground and office buildings. If the answer was positive, the persons were asked if they had the time to fill out the questionnaire form.

To avoid ´interviewer` bias it was decided at the onset to carry out the survey not as a traditional face-face interview with the interviewer filling out the questionnaire, but so that the respondents would fill it out themselves. It was also felt that this kind of a self-administrated questionnaire would help the respondents to provide more accurate answers for the items involving scales. When they can actually see the scales in front of their eyes, they are better able to decide their standing on each of the statements in an accurate way.

If needed, the researcher was there to provide help with the questionnaire. A few respondents, for instance, wondered whether to state that they are students or housewives on the question about respondents' occupation, on which they were answered to choose the alternative that they felt, represented them best. Upon receiving a completed questionnaire it was immediately checked in a discrete manner first overall, and then more in detail on the ranking item, which was many times improperly filled during the pre-testing of the questionnaire. If there was any inconsistency with the ranking or some other item, the respondents were asked if they could fix part.

When filled out on the spot in the presence of a research, the self-administrated questionnaire has various advantages. Compared to a postal questionnaire, respondents are successful, when the researcher is present and can explain any difficult items to the respondents if needed. Compared to a face-to-face interview, a self-administered questionnaire has a higher possibility of avoiding both 'interviewer' bias and bias due to social desirability of answers, since the respondents do not have to expose their answers immediately and out loud to the researcher. (Jankowicz 1995)

Looking at the downsides of self-administrated questionnaires carried out on the spot, the level of anonymity is lower than in postal questionnaires. Anonymity will, however, be higher than in a face-to-face interview, since responses are not immediately exposed to the researcher. The face-to-face interview is superior regarding missed questions, as the interviewer goes through every question systematically with the respondent. The self-administrated questionnaire performs slightly better than a postal questionnaire in this respect; because once a respondent has returned a questionnaire it can be superficially checked. (Jankowicz 1995)

3.5 Description of the sample

A total of 125 persons were surveyed, but 8 questionnaires were rejected on the basis of improper answering setting the effective sample size at 117. Table 1 summarises the demographic characteristics of the sample.

Table 1 Demographic characteristics of the sample

	Female	Male	Total
Age			
20-29	40 (34.2%)	19 (16.2%)	59 (50.4%)
30-39	18 (15.4%)	9 (7.7%)	27 (23.1%)
40-49	18 (15.3%)	1 (0.9%)	19 (16.2%)
50+	12 (10.3%)	-	12 (10.3%)
Total	88 (75%.2)	29 (24.8%)	117 (100%)
Income (Roubles)			
Less than 5,000	5 (4.3%)	2 (1.7%)	7 (6%)
5,000 – 10,000	28 (23.8%)	4 (3.4%)	32 (27.2%)
10,000 – 15,000	13 (11.1%)	7 (6%)	20 (17.1%)
15,000 – 20,000	13 (11.1%)	3 (2.6%)	16 (13.7%)
20,000 – 25,000	4 (3.4%)	2 (1.7%)	6 (5.1%)
25,000 – 30,000	14 (12%)	3 (2.6%)	17 (14.6%)
30,000 or more	7 (3.4%)	7 (3.4%)	14 (12%)
N/A	4 (3.4%)	1 (0.9%)	5 (4.3%)
			117 (100%)
Household size			
1	4 (3.4%)	1 (0.9%)	5 (4.3%)
2	14 (12%)	2 (1.7%)	16 (13.7%)

3	33 (28.2%)	6 (5.1%)	39 (33.3%)
4	26 (22.2%)	15 (12.8%)	41 (35%)
5	9 (7.7%)	5 (4.3%)	14 (12%)
6 or more	2 (1.7%)	-	2 (1.7%)
			117 (100%)

75% of the respondents were females. Half of the respondents fell into the age group of 20 – 29 years old. The plenitude of young respondents also showed in terms of occupation, as 30% of all the respondents were students, while employees formed 32% of the participants.

Income refers to the monthly household income of the respondents in roubles. In more than one-fourth of the cases, the monthly household income was between 5,000 and 10,000 roubles.

The most common household in the sample consisted of 4 persons (35%), whereas one third of the households had 3 members. The share of single households was only 4%. This might reflect the high cost of living in St. Petersburg; children and especially students with no incomes might live longer with their parents before moving into their own apartment. It is also common that grandparents live with their children's families.

3.6 Validity and reliability

Validity refers to the issue of measurement; that the study really measures what it was supposed to measure. It can also be described as the understanding of the substance that is measured in the study. Reliability, in turn, means the consistency of information so that if the study is repeated, the answers will not change. Consequently, the reliability of a questionnaire with multiple choice questions is improved because all the respondents answer in terms of the same options, and the data is therefore uniform. Pre-testing of a questionnaire enhances also the reliability of the questionnaire, since it can be improved based on the experiences of pre-testing. (Fink and Kosecoff 1998, Iotti 2001)

Concerning validity, the questions of this study are drawn from consumer behaviour theory with a strong emphasis on the specific characteristics of milk. Regarding the reliability, similar results would be obtained if this study would be carried out again. The differences could hardly be related to the questionnaire, since it is made of multiple choice questions having the same terms of answering options for every respondent. It was also improved after pre-testing to make it more reliable. Environmental factors such as the passing of time and different demographic structure of sample (e.g. if the members of the sample would be notably older than in the same sample of this study) could lead to differences in results.

Of all the 125 completed questionnaires, eight were rejected because of improper answering. In these cases, the mistakes were considered too notable. However, single ´no answers` were accepted and no questionnaires were rejected based on such a minor inconsistency. One respondent, for instance, said that in her opinion household income was not a relevant piece of information. Even though she refused to disclose this information, the questionnaire was accepted since it was otherwise completed.

Regarding the limitations of the study, the results of this study cannot be directly generalised to apply to the whole population, i.e. all milk consumers in St. Petersburg, because it was not possible to carry out probability sampling since the size the of the population is unknown. Thus, the results apply only to the sample of this study, and are not necessarily valid for the whole population.

3.7 Analysis of data

The questionnaire itself had been constructed in a way that it would be easy as possible to record and enter the data into analysing software. Each answer item was given a number with which the data was coded into the matrix of the software. The data was analysed using SPSS for Windows. Spreadsheet was used in presenting the results graphically.

For the brand satisfaction and attitude scaling items, means were calculated. Counting the means for such items can be criticized. For example, it might be possible that half of the respondents would have answered ´strongly agree` and neutral position of not agreeing and not disagreeing would have been obtained, even if this kind of a situation did not even really exist in the reality. Nevertheless, presenting arithmetic means is a simple and easily graspable way of presenting the results.

In order to make the interpretation more reliable, the shape of the distribution is taken into account by including medians and standard deviations as well. Median is the middle value that has 50% of the cases on one side and the remaining 50% on the other side. Standard deviation is average distance of each case from the mean. (Lotti 2001)

Single indicators measuring one issue at a time were used in the attitude scaling of this study. Measuring one issue, a factor, by more than one statement instead would have made it possible to carry out a factor analysis. Based on the resulting factor scores, the respondents could then have been divided into distinguishable groups by cluster analysis based on their response patterns. However, constructing a valid research instrument for factor analysis would have been difficult. It would have required establishing that the statement really measures the factor in question. (Lotti 2001)

Attitude scaling items were cross-tabulated with demographic variables to see if there are any differences between groups of different demographic characteristics. The use of demographic variables has been criticized since they alone cannot explain why a consumer chooses a particular product. A new set of variables, known as psychographics, has been introduced as better at explaining product choices as they also take into account psychological factors. (Solomon et al. 2002).

Demographic variables are, however, used in this study because the amount of issues to be included in a questionnaire is simply limited. The questionnaire just cannot be too long. Questions on demographic characteristics do not take much space in the questionnaire and in addition, they are easy to answer for the respondents.

As each of the groups to be analysed by cross-tabulations should have at least the minimum of 30 cases (Lotti 2001), the categories of age and income were recorded. The respondents were divided into two categories by age and three by monthly household income (Table 2). Gender barely met the requirement of 30 vases per group as just 29 of the respondents were male, but because only one case is missing from the minimum gender was included in the cross-tabulations. Occupation and household size, on their part, were not used for cross-tabulating, since their subcategories were not usable as such (i.e. there were only two groups in each that met the minimum of 30 cases) and recoding would not provide reasonable categories.

Table 2 Age and income groups recoded

Age	Younger than 30	30 and older	
n = 117	59 (50.4%)	58 (49.6%)	
Income (roubles)	Less than 10,000	10.000 – 25,000	More than 25,000
n = 112	39 (33.3%)	42 (35.9%)	31 (26.5%)

The division of the responses of different groups are compared in cross-tabulations and the significance of the findings is determined with the help of chi-square tests. The chi-square test has to yield a P-value of 0.05 or lower ($P \leq 0.05$) for the findings to be statistically significant. A P-value higher than

0.05 means that the findings are within normal variation and do not have statistical significance. (Muhli and Kanniainen)

4. EMPIRICAL RESULTS

4.1 Purchasing patterns of milk

Purchasing patterns refer to the frequency and amount of purchases of a product (Bareham 1995). Closely related to purchasing patterns is the place of purchase, which will be examined together with the availability of the respondents' favourite milk. In this context, consumption of milk and decision-making within households is also investigated.

Based on the results of purchasing frequency, it can be said that milk is purchased on a weekly basis (Figure 6). In 48 households milk was purchased two times a week (41%).

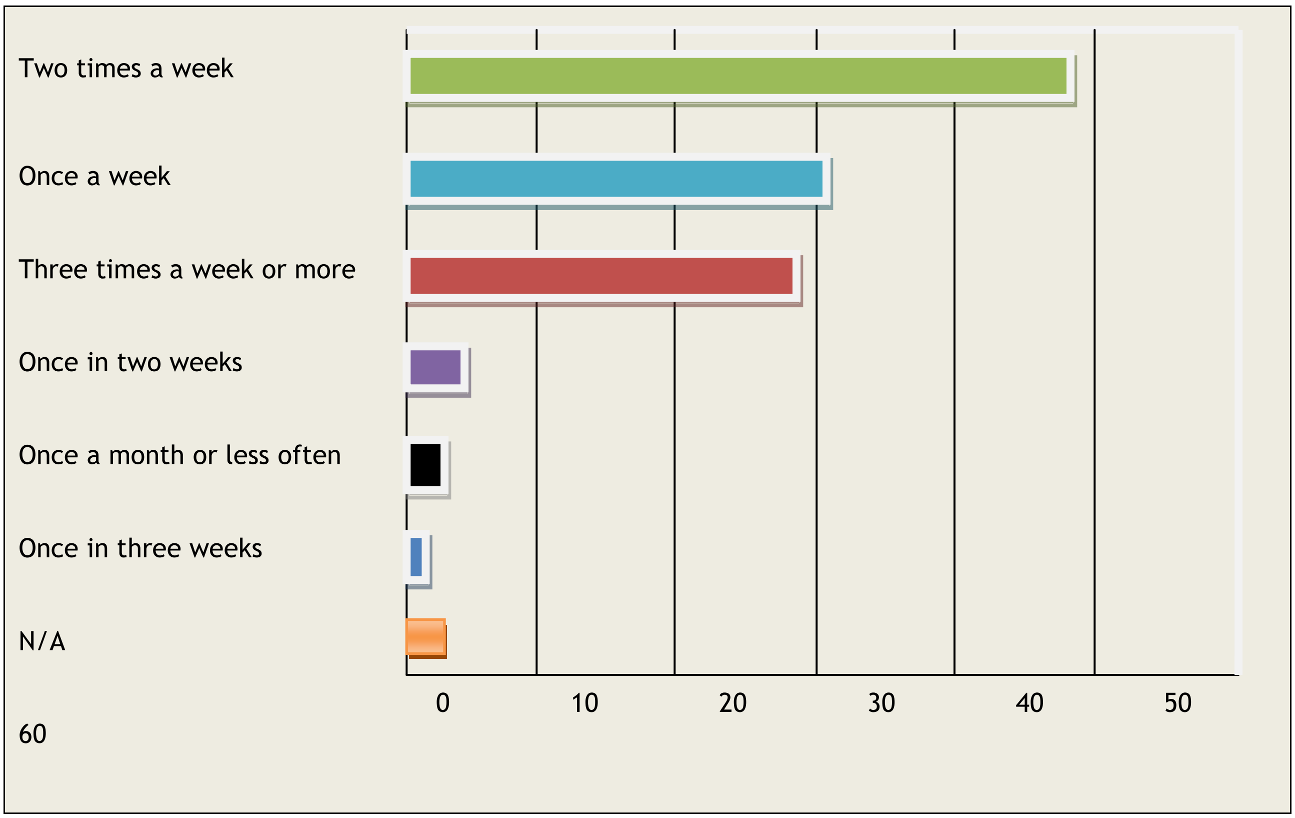


Figure 6 Frequency of milk purchasing (frequencies)

Table 3 presents the average number of milk purchased on one occasion for both ordinary milk and cream milk. Concerning the package sizes of ordinary milk, 71% of the respondents preferred small milk packs (100 – 200g) and purchased 4 packs on average on one occasion. 24% preferred the middle size packs (370 – 500g) purchasing 2 packs at a time, whereas only 5% preferred large cartons of one litre purchasing 2 packages on average. In cream milk, 58% preferred middle-sized packages (370 – 500ml), whereas 31% preferred small packages (100 – 200ml). 11% preferred large packages of (800ml).

Table 3 Average number of milk packages purchased on one occasion (means)

	Small	Medium	Large
Ordinary milk *n* = 116	4 *n* = 82	3 *n* = 28	2 *n* = 6
Cream milk *n* = 104	3 *n* = 32	2 *n* = 61	2 *n* = 11

Hypermarket was by far the most frequent place of purchase followed by supermarket and discounters (Figure 7). Many respondents could not choose only one option but two. Of these the most frequent combination was hypermarket and discounter (8 entries). The ordinary milk kiosks and market places (*rynok*) were the least frequented places for purchasing milk reflecting the modernization of retailing in Russia.

Related to the place of purchase, the respondents were asked if they ever had not found their favourite milk from the dairy shelves. 69% reported that this had happened seldom while 9% had never experienced difficulties in finding their favourite milk.

4% (5 cases) answered that their favourite milk was unavailable very often in the place of purchase. When further enquired how these consumers reacted to the situation, two of the respondents purchased milk of different taste but of the same brand. One reported buying his or her favourite taste but of another brand. One respondent chose not to buy milk at all on such an occasion, whereas the fifth respondent left the question unanswered.

16% (19 cases) reported that unavailability of their favourite milk occurs often. The reactions of these consumers were also further analysed. Eight bought different taste of milk of their favourite brand, six same taste of another brand, and two did not buy milk at all. Three respondents did not provide answers to the question.

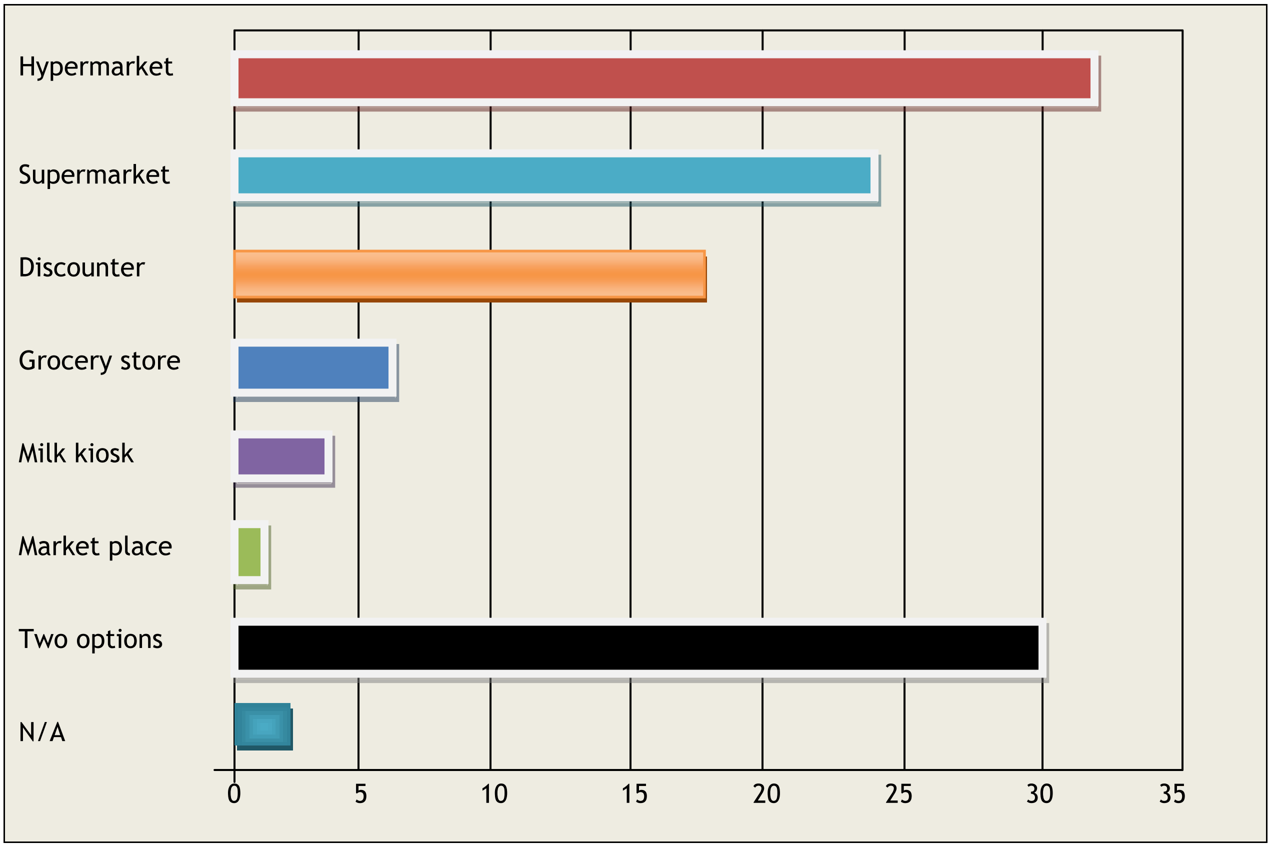
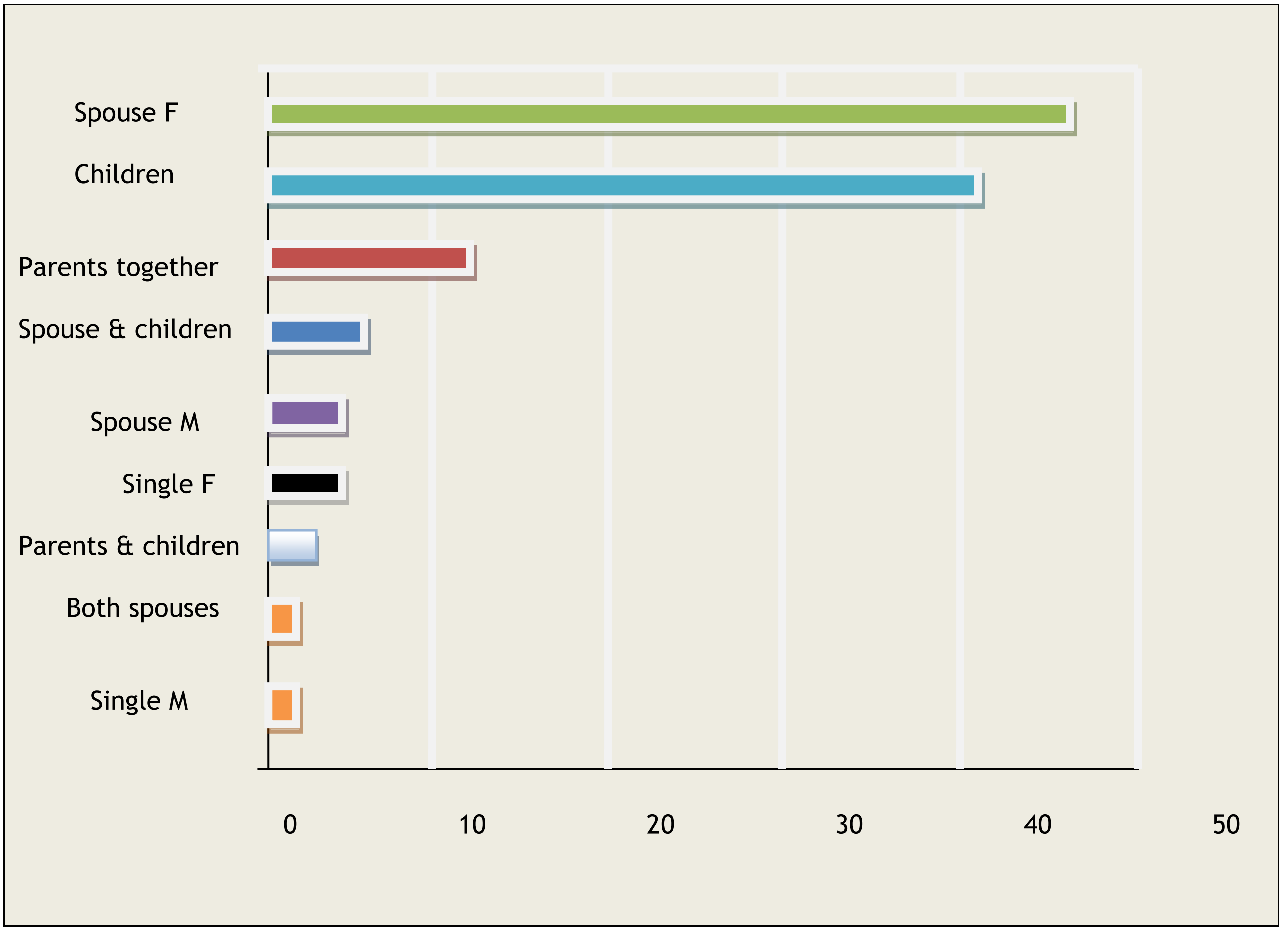


Figure 7 The place of purchasing milk (frequencies)

No conclusions can be drawn of the connection of unavailability of favourite milk with either the place of purchase or the favourite brand, since the share of respondents who could not find their favourite milk very often or often is relatively small. Tables summarising the place of purchase and favourite milk brands related to unavailability (Tables 10 and 14, respectively) have been attached as Appendices (see Appendix 3)

Next, consumption and decision making within households was investigated. In over 50% of households, only the children drank milk, whereas in 40% of the cases everybody drinks milk (Fig 11 in Appendix 4). Women dominated shopping for foodstuffs in the households (Figure 12 in Appendix 4). In three cases out of four women were responsible for foodstuffs shopping. The response alternatives for this question reflected the role of the person in charge of foodstuffs shopping in the households, so in half of the cases the person in charge of foodstuffs shopping was the female spouse. In 25% of the households, the mother did the shopping, while in 18% the shopping was done by the male spouse.

Figure 8 Person deciding which milk brand is purchased (frequencies)



Most commonly (40%), the female spouse decided which milk brand to buy (Figure 8). Almost as many times (35%) it was the children who decided the brand of the milk. It is notable that children had the power of deciding the brand in more than one third of the households. Then again, in half of the households only the children drank milk so it is natural that they would take part in deciding the brand. It has to be taken into account as well that at least a part of the children are already grown-ups. As was mentioned earlier in the description of demographic characteristics of the sample, there were only 4% of single households. This suggests that children and especially students would live longer with their parents so the term ´children` in this case may not refer to age as much as to family relationships.

4.2 Brands and perceived brand satisfaction

The questionnaire included 22 milk brands as response alternatives. This brand list proved to be quite exhaustive as only two respondents selected the alternative ‘other please specify’ with Wimm-Bill-Dann and Unimilk being their primary choice of brands outside the alternative list. The ten most popular brands are displayed in Figure 9 (see Appendix 3 for a complete frequency table including all 27 brands).

Cheerfulmilk Buttermilk tied as the most purchased brands as primary choices. Petmol was clearly the third most popular brand leaving followers away. Surprisingly, Danone was the strongest brand as a secondary choice before Cheerfulmilk and Petmol. Only 5 respondents (4%) did not purchase a second brand at all, whereas 6 (5%) did not purchase third brand.

Perceived brand satisfaction was measured only for primary choice brands. Since only Cheerfulmilk, Buttermilk and Petmol were primary choice at least 15 respondents, just these three brands are considered. Nevertheless, the perceived brand satisfaction of all the 20 brands is included. The overall satisfaction scores were 5.80 for Cheermilk, 5.73 for Buttermilk, 5.49 for Petmol and for all the 27 brands (maximum score is 7). Again Cheerfulmilk and Buttermilk are very close to each other leaving Petmol slightly further behind.

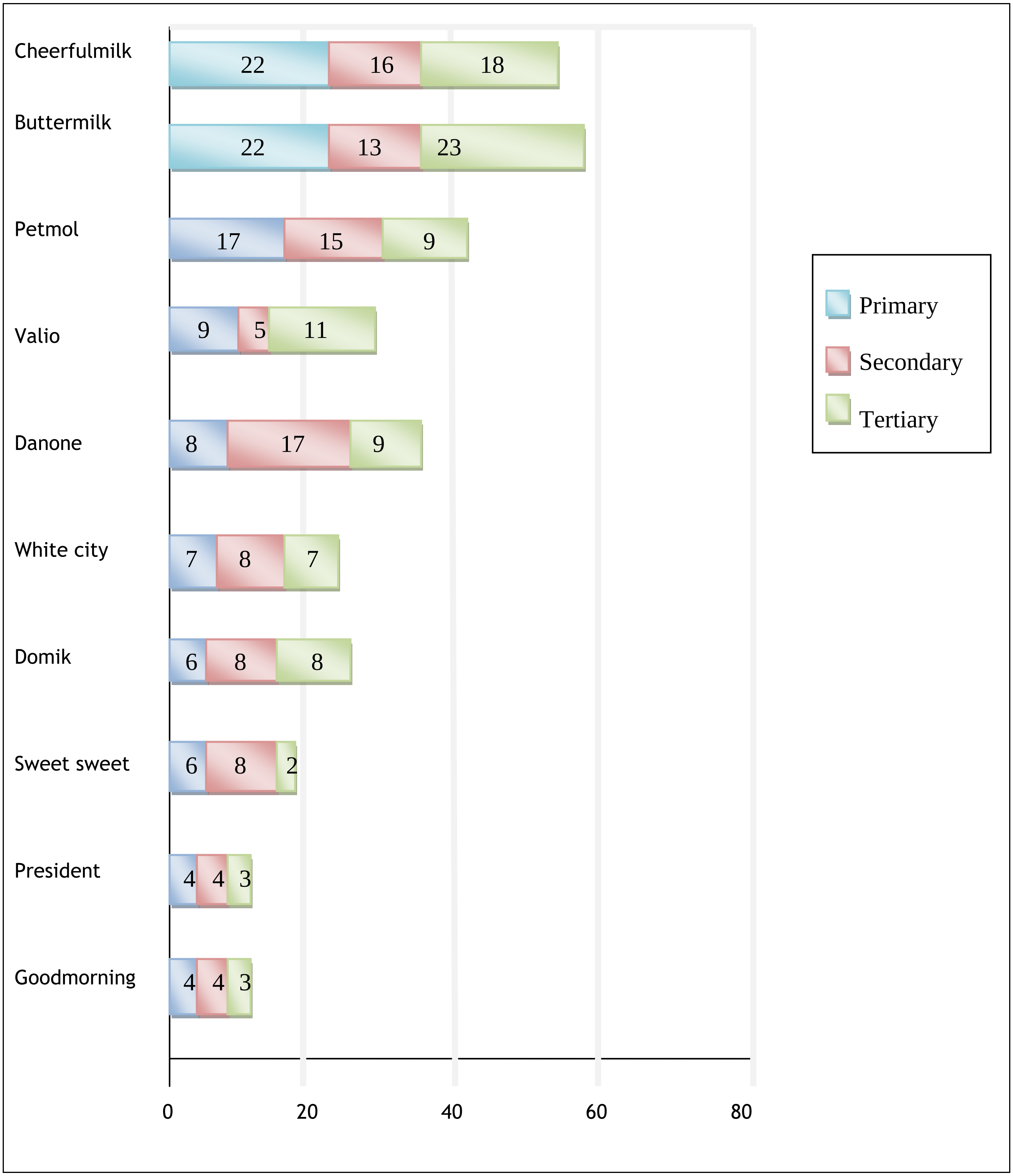


Figure 9 The ten most purchased brands as Primary, Secondary and Tertiary choices (frequencies)

Table 4 shows the satisfaction of the respondents on seven product attributes. Considering the product attributes on a general level, the means in the columns for quality and taste are 6.00 or higher for all the brands.

Table 4 Brand satisfaction of the top three brands

		Quality	Price	Taste	Fat Level	Consistency	Package	Variety in Flavours	Advertisement
Cheerful milk	*mean*	*6.18*	*5.32*	*6.36*	*5.77*	*5.91*	*5.57*	*5.86*	*5.45*
	med	*6.00*	*5.50*	*7.00*	*6.00*	*6.00*	*6.00*	*6.00*	*6.00*
n = 22	St.dv	*0.91*	*1.81*	*0.79*	*1.07*	*1.11*	*1.40*	*1.39*	*1.37*
Butter-milk	*mean*	*6.00*	*5.00*	*6.14*	*5.55*	*5.68*	*6.00*	*5.67*	*5.82*
	med	*6.00*	*5.00*	*7.00*	*6.00*	*5.50*	*6.50*	*7.00*	*7.00*
n = 22	St.dv	*1.11*	*1.77*	*1.08*	*1.47*	*1.25*	*1.31*	*1.71*	*1.56*
	mean	*6.06*	*5.47*	*6.06*	*5.06*	*5.13*	*5.71*	*5.59*	*4.82*
Petmol	*med*	*6.00*	*5.00*	*6.00*	*5.00*	*5.50*	*6.00*	*6.00*	*5.00*
n = 17	St.dv	*0.97*	*1.38*	*1.30*	*1.44*	*1.71*	*1.21*	*1.18*	*1.81*
All 20	*mean*	*6.03*	*5.15*	*6.11*	*5.28*	*5.60*	*5.72*	*5.71*	*5.14*
Brands	*med*	*6.00*	*5.00*	*6.00*	*5.00*	*6.00*	*6.00*	*6.00*	*5.00*
n = 117	St.dv	*1.02*	*1.02*	*1.01*	*1.40*	*1.31*	*1.30*	*1.40*	*1.62*

Looking at the brand satisfaction of the top three brands, it can be noticed that respondents purchasing Cheerfulymilk brand as primary choice felt that the quality of Cheerfulmilk is better (6.18) in comparison to Buttermilk and Petmol. Regarding the price the price, respondents purchasing Petmol were the most satisfied (5.47), while Cheerfulmilk came in second (5.32) with a notable standard deviation of the answers (1.81). Cheerfulmilk is then better in taste (6.36), fat level (5.77), and consistency (5.91), which refers to the level of thickness and lightness of the milk. All in all, the differences between the brands are not great.

Concerning package, Buttermilk's purchasers were the most satisfied (6.00). The shoppers were most content on the variety of flavours that Cheerfulmilk line of milk product offers. Finally, Buttermilk's advertising was held better than that of the competing brands (5.82). Petmol received the worst grading on its advertising (4.82), which is also lower than that of all the rated milk altogether (5.14). This is the most salient difference in brand satisfaction scores. Petmol's advertising also divided the opinions of the respondents with a notable standard deviation (1.81).

It has to be noted though that these brand satisfaction scores the perception of the respondents at the time the survey took place. For example, an advertising campaign for Petmol could have changed the satisfaction scores of the brand after this survey was carried out.

4.3 Evaluative criteria in decision-making

Tables 5 – 10 present the means, medians and standard deviations for attitude scaling items. A mean falling between 6 and 7 means that the respondents strongly agree with the statement. A mean between 5 and 6 is a sign of moderate agreement, whereas if it is between 4 and 5, the respondents agree to some extent. This also works in reverse, so if the consumers strongly disagree with the statement then the mean should fall between 1 and 2.

In Table 5, it presents the attitude scores for three different decision making styles. The first statement is an indicator of a rational decision-making style, whereas the second describes impulse purchasing. The means for these statements are very close to each other with the exception that standard deviation is notable (2.04) for impulse purchasing meaning that impulse purchasing divided opinions of respondents.

Third statement, in turn, indicates variety-seeking purchasing. According to the mean (5.34), the respondents agree more strongly employing variety seeking in their decision-making. The mean of the last statement, indicating that the decision-making occurs at the place of purchase, is close to the first two statements.

The results on decision-making styles are contradictory because it was expected that the respondents use either rational decision making, impulse purchasing or variety-seeking. The last statement is not as contradictory because it actually fits for all the three decision-making styles indicating only that decision is made on the spot.

Table 5 Attitudes related to decision making

Statement	1	2	3	4	5	6	7
When I arrive to the milk shelf, I already know which milk I want to buy. So I just take it without paying attention to other milk brands. *n=117* *Median: 5.00, Standard deviation: 1.78*	1				**4.90**		7
Sometimes I buy milk even though I had not planned it beforehand. *n = 116* *Median: 5.00, Standard deviation: 2.04*	1				**4.84**		7
I like to try different milk brands with nice packaging. *n = 114* *Median: 6.00, Standard deviation: 1.60*	1				**5.34**		7
I prefer to browse the assortment before making the purchase decision. *n = 116* *Median: 6.00, Standard deviation: 1.99*	1				**5.03**		7

Mowen and Minor (2001) reported that consumer's moods can determine which decision-making style is used. Consumers in a positive mood tended to rely on their emotion in decision-making (impulse or variety-seeking purchases), while consumers in a negative mood relied more on rational decision making. This could explain why the differences between the decision making styles were not salient. Depending on the situation, consumers could use different decision-making styles.

The respondents tend to usually read the product information on the package (5.19). Again, the standard deviation is quite notable: 2.06. A cross-tabulation with gender showed that female respondents are more likely to read the product information than male respondents. The chi-square test yielded a p-value ($p = 0.023$) indicating that this finding is statistically significant.

Table 6 Attitudes related to purchase situation

	1	2	3	4	5	6	7
I usually read the product information on the package. *n = 177* *Median: 6.00, Standard deviation: 2.06*					**5.19**		
I usually choose the most inexpensive milk. *n = 115* *Median: 3.00, Standard deviation: 1.99*			**3.00**				
I am willing to pay more for higher quality milk. *n = 116* *Median: 6.00, Standard deviation: 1.49*					**5.72**		
Advertising greatly affects which milk brand I choose. *n = 117* *Median: 4.00, Standard deviation: 1.97*			**3.68**				

The respondents also seem willing to pay more for better quality milk (5.72) and to disagree that they would select the most inexpensive option (3.00). Here a cross-tabulation with age revealed that respondents under 30 disagreed more strongly that they would choose the most inexpensive milk than respondents over 30 years at a statistically significant level ($p = 0.022$). The respondents also disagree to some extent that advertising would greatly affect their brand choice.

The respondents state clearly that they prefer milk without added preservatives (5.78), but do prefer milk enriched with protein and vitamins (5.67). These statements do not exclude each other as added preservatives are additives prolonging the shelf life milk. Vitamins and proteins, on the other hand, are not preservatives. Instead, they are added to milk to benefit the health of consumers.

Table 7 Attitudes related to preferences

	1	2	3	4	5	6	7
I prefer to buy milk without added preservatives. *n = 116* *Median: 7.00, Standard deviation: 1.57*	1..................................5.78..........7						
I prefer to buy milk enriched with vitamins, minerals (calcium) and proteins *n = 116* *Median: 6.00, Standard deviation: 1.78*	1..................................5.67..........7						

The respondents agreed to some extent that they prefer buying domestic foodstuffs in general and also domestic milk (4.92). A cross-tabulation showed that respondents over 30 more strongly preferred domestic foodstuffs than younger respondents at a statistically significant level ($p = 0.023$). What is notable is that the respondents also consider a foreign brand as domestic if it is produced in Russia (4.89).

Unimilk and Valio are examples of foreign diary producers that are producing milk locally in Russia (Helanterä 1998). This gives them a clear competitive advantage over imported milks, because the transportation and labour costs are also lower and cheap if production takes place in Russia.

Table 8 Attitudes related to country of origin

	1	2	3	4	5	6	7
I prefer to buy domestic foodstuffs. *n = 116* *Median: 5.00, Standard deviation: 1.73*	1............................4.92................7						
I prefer to buy domestic milk. *n = 114* *Median: 5.00, Standard deviation: 1.69*	1............................4.92..................7						
I consider milk with a foreign brand name as domestic if it has been produced in Russia. *n = 116* *Median: 5.00, Standard deviation: 1.93*	1............................4.89.................7						

Table 9 shows attitudes related to tastes. The respondents notably preferred natural tasting milk (5.55). To some extent, they seemed to prefer sweet-tasting milk (4.96).

Table 9 Attitudes related to tastes

	1	2	3	4	5	6	7
I prefer to buy milk that tastes natural and does not have an artificial taste. *n = 117* *Median: 6.00, Standard deviation: 1.83*	1……………………………… **5.55** …….7						
I prefer to buy milk that tastes sweet. *n = 116* *Median: 5.00, Standard deviation: 1.95*	1……………………… **4.96** …………….7						

The final statements are related to healthiness of milk (Table 10). The consumers prefer to some extent purchasing probiotic milks (4.68), which contain living bacteria that helps digestion of food and thus, has a health-benefiting effect. However, the standard deviation (2.02) is notable so this issue divided the opinions.

Table 10 Attitudes related to healthiness of milk

	1	2	3	4	5	6	7
I prefer to buy probiotic milk. *n = 177* *Median: 5.00, Standard deviation: 2.02*	1……………………… **4.68** …………….7						
I prefer to buy milk containing cream. *n = 117* *Median: 4.00, Standard deviation: 1.89*	1……………………… **4.59** …………….7						
In my opinion, milk is healthy. *n = 116* *Median: 7.00, Standard deviation: 1.29*	1……………………………………… **6.09** .7						
Milk is a nutritious drink product. *n = 117* *Median: 6.00, Standard deviation: 1.48*	1……………………………… **5.84** …….7						

Milk containing cream is a Russian specialty that maybe up to 6% fat however, the respondents preferred only moderately buying this type of milk (4.59).

The respondents felt that milk is healthy (6.09). They also agreed notably that milk is a nutritious drink (5.84). Related to healthiness, the respondents were also asked about the preferred level of fat in milk. The vast majority of the respondents preferred low fat milk over the others. It is notable, however, that only less than 10% of the respondents preferred fat free milks. One-third preferred milks with high fat content. Cross-tabulation with age, income and gender did not, however, reveal any statistically significant differences in preferred fat level between the different demographic groups.

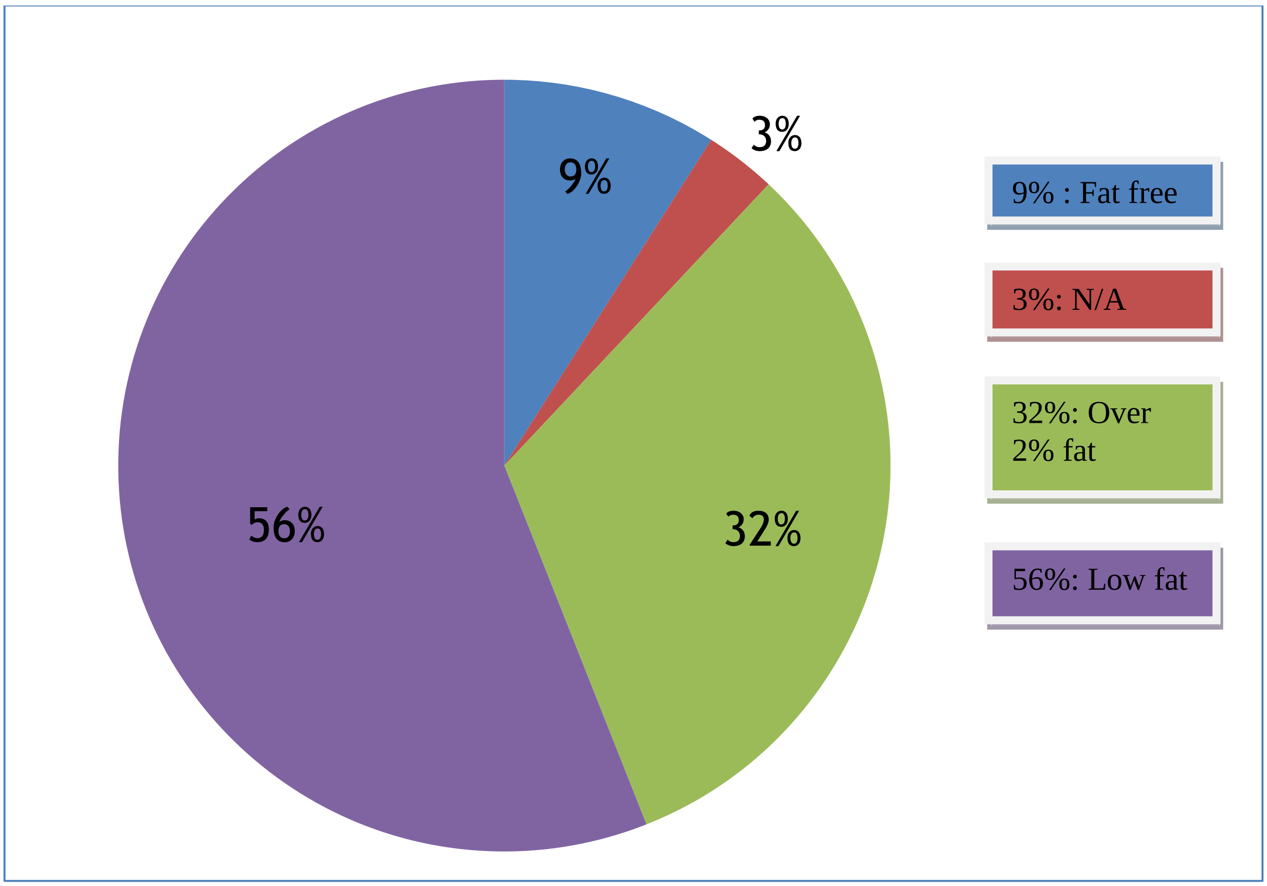


Figure 10 Preferred fat level

5 DISCUSSIONS

5.1 Managerial implications

As the scope of this study is limited, milk producing dairy companies should carry out a fully-fledged market research. The results of this study cannot be straightforwardly generalised to the whole population.

Even though the results of this study cannot be generalised as such, they point out that there are consumers with specific needs. It was notable that already 91% of the respondents had adopted the relatively new product category drinkable milk.

The results show that one third of the respondents' select high fat milk, which contradicts western trends preferring low fat and fat free products. On the other hand, there are health conscious consumers in the markets requiring products to satisfy their needs. Unfortunately, data related to other features of milk consumption from western countries were not available for comparison of the results.

In addition to low fat products, there are opportunities for products with health benefits such as probiotic milk. However, it should be considered that in the case of healthy products the advertising of the product itself might not be enough. Instead a healthier way of life and the health-benefiting invention that the products employ have to be promoted to educate consumers and to tell why this method is particularly healthy.

In order to succeed, the diary producers needs to know the needs of the consumers and be able to segment their target groups. By knowing the needs of the specific segments companies can position their products accordingly. Unfortunately, the cross-tabulations between attitude scaling items and demographic characteristics yielded statistically significant differences only in three cases.

The brand satisfaction measurement showed that some product attributes of the top three brands were actually below average scores of all the 20 measured brands, even if the differences were not great. Although the importance of single product attributes was not measured, companies have to pay attention to them. Consumer satisfaction must be maintained to guarantee that they will keep on being loyal and purchasing the same brand in the future. Perceived brand satisfaction should also be tracked regularly as the situation can change.

5.2 Theoretical implications

On a more general level, the field of consumer behaviour offers plenty of fascinating and feasible avenues for research in Russia. In particular, research could cover consumer behaviour issues related to healthiness. Russian consumers were reported to be somewhat confused on how to eat in a healthy manner, likely due to an increasing food abundance, product availability and access to fast food (Prilepina 2010).

The so-called functional foodstuffs (including probiotic milks) that have health benefiting effects could be a topic for research. Sometimes healthiness can cause conflicts in food choice. One study found that healthiness vs. indulgence forms actually one of the most common food-related value conflicts, as consumers strive to eat healthy but at the same time want to enjoy and savour food. The other common conflict exists in food preparation between convenience and extensive care. (Luomala, Laaksonen and Leipämmaa 2004)

The food-related lifestyles of the Russian consumers could also be examined; Brunsø, Grunert and Bredahl (1996) found eight different consumer segments based on food-related lifestyles in four countries. Some of the segments were found in each of the countries with some cultural differences, while others were found in only one country. Healthiness was one of the aspects used in the segmentation.

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Questionnaire APPEDNDIX 1 (1/4)

Laurea University of Applied Sciences 2011-01-03

We are carrying out interviews for thesis about the consumption of milk. If you both buy and consume milk, would you kindly have a few minutes to answer these questions? All data will be handled confidentially.

Please assess how well the following statements describe your situation. There is a scale from 1 to 7, number 1 means that you strongly disagree and number 7 means you strongly agree. Choose the number between 1 and 7 that best describes your situation. Please circle the most suitable answer.

Purchase situation	strongly disagree						strongly agree
1. When I arrive to the milk shelf, I already know which milk I want to buy. So I just take it without paying attention to other milks.	1	2	3	4	5	6	7
2. Sometimes I buy milk even though I have not planned it beforehand.	1	2	3	4	5	6	7
3. I prefer to look at the shelf before making the purchasing decision.	1	2	3	4	5	6	7
4. I usually read the product information on the package.	1	2	3	4	5	6	7
5. I usually choose the cheapest milk.	1	2	3	4	5	6	7
6. I am willing to pay more for higher quality milk.	1	2	3	4	5	6	7
7. Advertising greatly affects which milk brand I always choose.	1	2	3	4	5	6	7
Preferences							
8. I prefer to buy milk without added preservatives.	1	2	3	4	5	6	7
9. I prefer to buy milk enriched with vitamins and minerals.(e.g. calcium)	1	2	3	4	5	6	7
10. I like to try different milk with new tastes and milk of different brands.	1	2	3	4	5	6	7
11. I prefer to buy domestic foodstuffs.	1	2	3	4	5	6	7
12. I prefer to buy domestic milk.	1	2	3	4	5	6	7
13. I consider milk with a foreign brand name as domestic if it is product in Russia.	1	2	3	4	5	6	7
14. I prefer to buy milk that tastes natural without having an artificial taste.	1	2	3	4	5	6	7
15. I prefer to buy milk that tastes sweet.	1	2	3	4	5	6	7
16. I prefer to buy probiotic (e.g. good bacteria in the body) milk.	1	2	3	4	5	6	7
17. I prefer to buy milk containing cream.	1	2	3	4	5	6	7
18. In my opinion milk is healthy and nutritious.	1	2	3	4	5	6	7
19. I drink milk every day.	1	2	3	4	5	6	7

Milk Brands APPEDNDIX 1 (2/4)

20. Which three brands do you buy the most often? Please mark the most frequently bought brand as 1, the second frequently bought as 2and third frequently bought as 3.

__ Activa ___ Sweet Sweet ___Petmol (Petersburg Milk, петмол)
__ Valio (валио ___ Stupino (ступинское) ___president (президент)
__Danone ___ Shepherd (пастушок) ___Goodmorning (доброе утро)
__Cheerfulmilk (веселыймолоко) ___Mozhaisk (можайское) ___Buttermilk (Prostokvashino,простоквашино) ___Big cup __ 33 cows (33 коровы) ___ Bio Max (Био макс)
___Nastya (Настенька) ___Volga-Volga (Волга-Волга) ___campina (кампина)
__Ostankino milk (останкинское) ___Vkunoteevo(вкуснотеево) ___White city (белый город)
_______ Parmalat (пармалат)

Others, please specify ____

Names of the brands in Russia:

Веселый молочник -Милая мила -Био макс - 33 коровы –Останкинское –Ступинское -Пастушок –Можайское -Пармалат (Parmalat)-Кампина- Белый город – Настенька - Волга-Волга – Вкуснотеево - Петмол –Обнинское - Президент - Доброе утро –Простоквашино -Большая кружка.

23. How satisfied are you with the following aspects of your favorite milk brand that you most frequently buy? There is scale from 1 to 7, number 1 means that you are not satisfied at all and number 7 means you are extremely satisfied. Choose the number between 1 and 7 that describes you best in your situation. Please circle the most suitable answer.

	Not satisfied at all						extremely satisfied
Quality	1	2	3	4	5	6	7
Price	1	2	3	4	5	6	7
Taste	1	2	3	4	5	6	7
Fat level	1	2	3	4	5	6	7
Consistency	1	2	3	4	5	6	7
Package	1	2	3	4	5	6	7
Advertising	1	2	3	4	5	6	7

24. How often it happens that you can't find your favorite milk?

(a) Very often (b) often (c) seldom (d) never (if your answer is never please go to question number 26)

25. If I can't find my favorite milk (Brand & taste)…
(a) I will buy milk with different taste of the same brand
(b) I will buy milk with the same taste of another brand
(c) I won't buy any milk at all

Shopping

Please underline which suites you most.

26. Who those normally the major part of the foodstuff shopping in your household?
(i) Your spouse (ii) You (iii) Mother (iv) Father (v) siblings
(vi) Others, please specify____

27. How many persons are there in your household?
1 2 3 4 5 6 or more
28. Who drink's milk in your household?
(i) Your spouse (ii) You (iii) Mother (iv) Father (v) children

(vi) Others, please specify____

29. Who in your household decides what milk brand is bought? (Please select all the applicable alternatives)
(i) Your spouse (ii) You (iii) Mother (iv) Father (v) siblings
(vi) Others, please specify____

30. What kind of milk do you buy most often in terms of fat level?
* fat free
* Low fat (0,5 – 2 %)
*Fat level higher than 2 %

31. Where do you usually buy milk? Please mark the most frequent place of purchase.
(a) Grocery Store (b) Discounter (c) Supermarket (d) Market place (e) Hypermarket
(f) Milk kiosk (g) others, please specify____

32. In what package size do you buy milk most often? (Please underline only one alternative)
(a) 100-200 g (small) (b) 370-500 g (medium) (c) 1 litre (Large)

33. In what package size do you buy milk most often?

(a) 100-200ml (small) (b) 370-500ml (medium) (c) 800ml (Large)

34. How often do you buy milk?

(a) 3 times a week or more

(b) 2 times a week

(c) 1 time in a week

(d) Once in two weeks

(f) Once in three weeks

(g) Once a month or less

(h) Others, please specify____

Personal Data

In this part please Underline which best describes you best.

35. Gender (a) Female (b) Male

36. Age (a) 20-29 (b) 30-39 (c) 40-49 (d) 50 or older

37. Profession (a) Entrepreneur (b) Employee (c) Student (d) Specialist (f) Worker (g) Retired (h) Manager (j) Unemployed

38. What is your monthly average income of your house hold (Roubles)?

(a) Less than 5 000 (b) 5 000 - 10 000 (c) 10 000 - 15 000 (d) 15 000 – 20 000 (e) 20 000 - 25 000 (f) 25 000 - 30 000

Thank you for answering the questionnaire!

Вопросник APPEDNDIX 2 (1/4)

Laure University of Applied Sciences 2011-01-03

Мы проводим интервью тезис о потреблении молока. Если вы как покупать и потреблять молоко, могли бы Вы иметь несколько минут, чтобы ответить на эти вопросы? Все данные будут обрабатываться конфиденциально.

Пожалуйста, оцените, насколько хорошо после заявлений опишите ситуацию. Существует шкала от 1 до 7, номер 1 означает, что вы категорически не согласен и число 7 означает, что Вы полностью согласны. Выбери число от 1 до 7, что лучше всего описывает ситуацию. Пожалуйста, обведите наиболее подходящий ответ.

Покупка ситуации категорически не согласен полностью согласен

1. Когда я приезжаю на молоко полке, я уже знаю, молока Я хочу купить. Так что я просто считать, не обращая внимания на других доит. 1 2 3 4 5 6 7
2. Иногда я покупаю молоко, хотя я не планировал его заранее. 1 2 3 4 5 6 7
3. Я предпочитаю смотреть на шельфе до принятия решения о покупке. 1 2 3 4 5 6 7
4. Я обычно читаю информации о продукте на упаковке. 1 2 3 4 5 6 7
5. Я обычно выбирают самые дешевые молоко. 1 2 3 4 5 6 7
6. Я готов платить больше за более высокое качество молока. 1 2 3 4 5 6 7
7. Реклама очень сильно влияет которых молоко бренда Я всегда выбираю.1 2 3 4 5 6 7

Настройки

8. Я предпочитаю, чтобы купить молока без добавления консервантов. 1 2 3 4 5 6 7
9. Я предпочитаю, чтобы купить молоко, обогащенное витаминами и минералами. (Например, кальция) 1 2 3 4 5 6 7
10. Я хотел бы попробовать различные молока с новыми вкусами и молока различных марок. 1 2 3 4 5 6 7
11. Я предпочитаю покупать отечественный продуктов питания. 1 2 3 4 5 6 7
12. Я предпочитаю покупать отечественный молока. 1 2 3 4 5 6 7
13. Я считаю, молоко с иностранной маркой в качестве домашней если это произведение России. 1 2 3 4 5 67
14. Я предпочитаю, чтобы купить молоко, что вкусы природного без искусственного вкус. 1 2 3 4 5 6 7
15. Я предпочитаю, чтобы купить молока, вкус сладкий. 1 2 3 4 5 6 7
16. Я предпочитаю покупать пробиотические (например, полезные бактерии в организме) молока. 1 2 3 4 5 6 7
17. Я предпочитаю, чтобы купить молоко содержащие крем. 1 2 3 4 5 6 7

APPEDNDIX 2(2/4)

18. На мой взгляд молоко здоровой и питательной.	1 2 3 4 5 6 7
19. Я пить молоко каждый день.	1 2 3 4 5 6 7

Молоко Бренды

20. Какие три марки вы покупаете чаще всего? Пожалуйста, отметьте наиболее часто купил бренд, как 1, второе часто покупают как 2 и третий часто покупают как 3.

___Activa ___Sweet Sweet ___Petmol (Петербург Молоко, петмол)
__ "Валио" (валио) ___ Ступино (ступинское) ___president (президент)
__Danone ___ Пастух (пастушок) ___Goodmorning (доброе утро)
__ Cheerfulmilk (веселый молоко) ___Mozhaisk (можайское) __ Био Макс (Био макс)
__Buttermilk (Простоквашино, простоквашино) ___Bigcup __ 33 коровы (33 коровы)
___Nastya (Настенька) ___Volga-Волга (Волга-Волга) ___campina (кампина)
__Ostankino Молока (останкинское) ___Vkunoteevo (вкуснотеево) ___White города (белый город)
___Parmalat (пармалат)
Другие, пожалуйста, укажите ____

Названия брендов в России:

Веселый молочник-Милая мила-Био макс - 33 коровы-Останкинское-Ступинское-Пастушок-Можайское-Пармалат (Parmalat)-Кампина-Белый город - Настенька - Волга-Волга - Вкуснотеево-Петмол-Обнинское - Президент - Доброе утро-Простоквашино-Большая кружка.

23. Как Вы удовлетворены следующими аспектами вашей любимой марки молока, что вы чаще всего покупаете? Существует шкала от 1 до 7, число 1 означает, что вы не удовлетворены на всех, и число 7 означает, что вы очень довольны. Выбери число от 1 до 7, что относится к вам лучшее в вашей ситуации. Пожалуйста, обведите наиболее подходящий ответ.

	Не выполняется при всех				Очень довольны		
Качество	1	2	3	4	5	6	7
Цена	1	2	3	4	5	6	7
Вкус	1	2	3	4	5	6	7
Жир уровне	1	2	3	4	5	6	7
Последовательность	1	2	3	4	5	6	7
Пакет	1	2	3	4	5	6	7
Реклама	1	2	3	4	5	6	7

APPEDNDIX 2 (3/4)

24. Как часто бывает так, что вы не можете найти свой любимый молоко?

(a) Очень часто (б), часто (в) редко (г) никогда (если ваш ответ никогда не перейти к вопросу номер 26)

25. Если я не могу найти свой любимый молока (Brand & вкус) ...

(a) Я буду покупать молоко с различным вкусом той же марки

(Б) я буду покупать молоко с тем же вкусом другого бренда

(C) Я не буду покупать молоко на всех

Покупка товаров

Просьба подчеркнуть, подходящих для вас больше всего.

26. Кто те, которые обычно большая часть продуктов питания по магазинам в вашей семье?

(Я) Ваш супруг (II) Вы (III) Мать (IV) отец (V) братьев и сестер

(VI) Другие, пожалуйста, specify____

27. Сколько человек есть в вашей семье?

1 2 3 4 5 6 или больше

28. Кто есть молочный напиток в Вашей семье?

(Я) Ваш супруг (II) Вы (III) Мать (IV) отец (V) детей

(VI) Другие, пожалуйста, specify____

29. кто в вашей семье решает, что молоко бренд купил? (Пожалуйста, выберите все соответствующие варианты)

(Я) Ваш супруг (II) Вы (III) Мать (IV) отец (V) братьев и сестер

(VI) Другие, пожалуйста, specify____

30. Какое молоко вы покупаете чаще всего с точки зрения уровень жира?

* Обезжиренного

* С низким содержанием жира (0,5 - 2%)

* Жир уровне выше 2%

31. Где вы обычно покупаете молоко? Пожалуйста, Марк наиболее частые места покупки.

(a) Продуктовый магазин (б) Дисконтер (C) Супермаркет (D) Торговая площадка (e) Гипермаркет

(F) Молоко киоск (г) другие, пожалуйста, specify______________________________________

APPEDNDIX 2 (4/4)

32. В дальнейшем размер пакета вы покупаете молоко чаще всего? (Подчеркнуть только одна альтернатива)

(а) 100-200 г (малый) (б) 370-500 г (среда) (С) 1 литр (Большой)

33. В дальнейшем размер пакета вы покупаете молоко чаще всего?

(а) 100-200 мл (маленькая)

(Б) 370-500 мл (средний)

(С) 800 мл (Большой)

34. Как часто вы покупаете молоко?

(а) 3 раза в неделю или чаще

(Б) 2 раза в неделю

(С) 1 раз в неделю

(Г) один раз в две недели

(F) один раз в три недели

(Г) один раз в месяц или меньше

(H) Другие, пожалуйста, specify____

Личные данные

В этой части нужное подчеркнуть, который наилучшим образом описывает вам лучше всего.

35. Пол (а) Девушки (б) Муж

36Age (а) 20-29 лет (б) 30-39 (с) 40-49 (D) 50 и старше

37. Профессия (а) предприниматель (б) сотрудник (С) Студенческая (D) специалист (F) Работник (г) пенсионеров (H) Manager (J) Безработные

38. Каков ваш ежемесячный средний доход вашего дома держать (рубли)?

(а) Менее 5 000 (б) 5 000 - 10 000 (С) 10 000 - 15 000 (D) 15 000 - 20 000 (E) 20 000 - 25 000

(F) 25 000 - 30 00

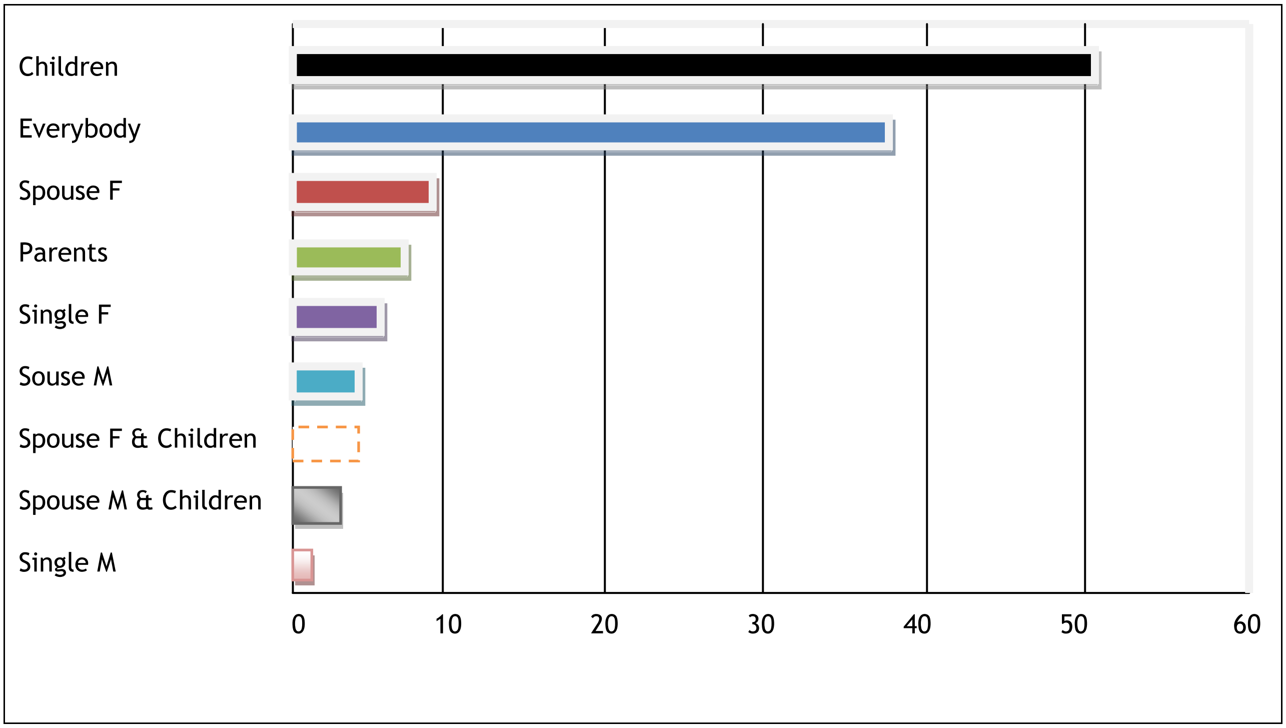

Figure 11. Persons in the households drinking milk (frequencies)

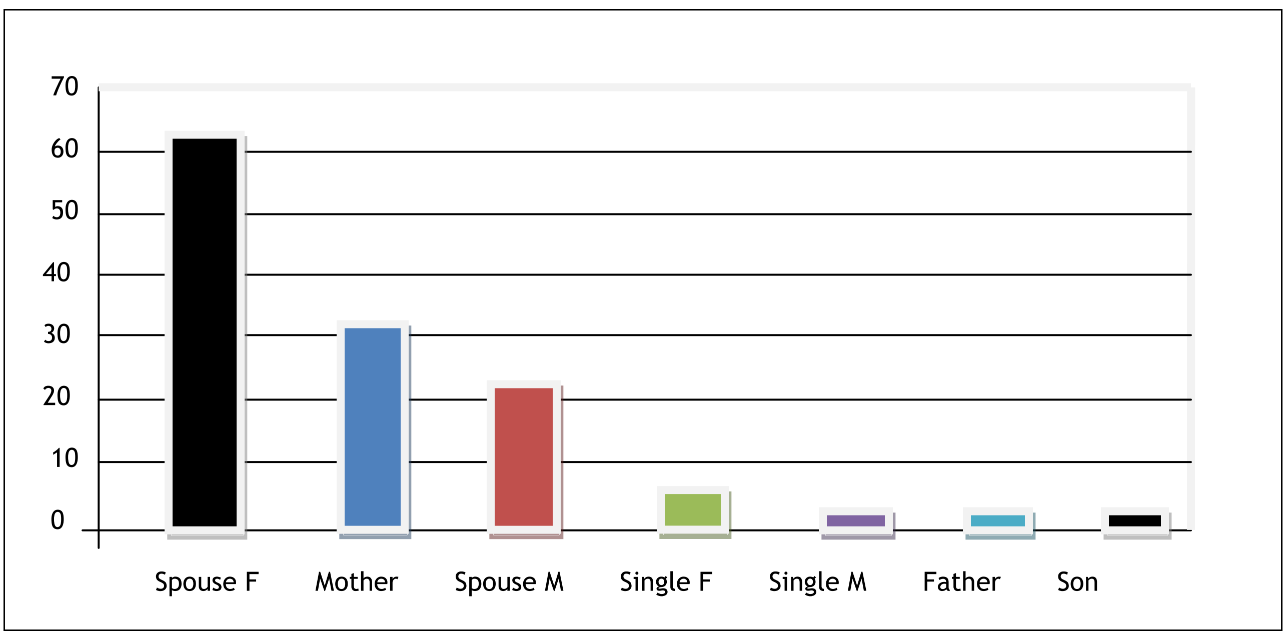

Figure 12 The person in charge of shopping for foodstuffs in households (frequencies)

Additional frequency tables APPEDNDIX 4 (1/1)

Table 11 Brands as primary, secondary and tertiary choices (frequencies)

	Primary	**Secondary**	**Tertiary**
Unimilk	2	2	6
Valio	9	5	11
Cheerfulmilk	22	16	18
Petmol	17	15	9
Danone	8	17	9
White city	7	8	7
Activa			
Domik	6	8	8
Sweet Sweet	6	8	2
33 cows	3	1	0
Buttermik	22	13	23
Bigcup	1	2	2
Vkunoteevo			
Goodmorning	4	3	3
Shepherd			
Ostankino milk	0	2	1
Campina	1	1	1
Molvest			
Wimm-Bill-Dann Foods	1	2	1
President	4	3	3
Parmalat			
Nastya	0	0	3
Mozhaisk			
Bio max	1	0	0
Stupino			
Neo	1	0	0
Volga	2	5	4
Missing	0	5	6
Total	**117**	**117**	**117**

Table 12 Occupations of the respondents

	Female	**Male**	**Total**
Occupation			
Entrepreneur	-	3 (2.6%)	3(2.6%)
Manager	3 (2.6%)	2 (1.7%)	5 (4.3%)
Specialist	11 (9.4%)	5 (4.3%)	16 (13.7%)
Employee	36 (30.8%)	1 (1.7%)	37 (31.7%)
Worker	1 (0.9%)	2 (1.7%)	3 (2.6%)
Housewife	13 (11.1%)	-	13 (11.1%)
Student	21 (18%)	14 (12%)	35 (30%)
Retired	2 (1.7%)	-	2 (1.7%)
Unemployed	-	1 (0.9%)	1 (0.9%)
N/A	1 (0.9%)	1 (0.9%)	2 (1.8%)
			117 (100%)

Table 13 Unavailability of brands (frequencies)

	Very often *n = 5*	**Often** *n = 19*
Cheerfulmilk	1	3
Buttermilk	1	4
Petmol	2	3
Goodmorning		1
Sweet sweet		1
President		1
Danone		1
Valio		1
White city		1
Volga		1
Unimilk		1
33 cows		2
Ostakino milk	1	

APPEDNDIX 4 (1/3)

Table 14 Place of purchase and the unavailability of favourite milk (frequencies)

	Very often *n = 5*	**Often** *n = 19*
Supermarket	1	6
Hypermarket	1	5
Discounter	1	2
Milk Kiosk	1	2
Marketplace	1	
Grocery store		1
Two options		3